

Курс иностранного языка

Е.В. Захарова, Л.В. Ульянищева

АНГЛИЙСКИЙ ЯЗЫК

для менеджеров по PR и рекламе

Учебное пособие

*Допущено Министерством образования и науки РФ
в качестве учебного пособия для студентов высших учебных заведений,
обучающихся по гуманитарным и социально-экономическим
направлениям подготовки бакалавров и магистров,
а также по гуманитарно-социальным специальностям
подготовки дипломированных специалистов*

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Учебное пособие подробно освещает специфику английского языка в сфере PR и рекламы. Книга состоит из трех разделов и приложения (аудиодиск с записями тематических диалогов и текстов, начитанных носителями языка). Аудиоматериал снабжен лексическими упражнениями на проверку понимания прослушанных текстов и диалогов, имеющими целью развитие коммуникативных навыков.

Учебное пособие предназначено для студентов, обучающихся на гуманитарных специальностях высших учебных заведений, а также для всех, кому необходимо освоение специальной лексики, открывающей доступ к оригинальным источникам и дающей возможность осуществлять профессиональное общение в сфере PR и рекламы.

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ПРЕДИСЛОВИЕ

Учебное пособие освещает специфику английского языка в сфере PR. Особое внимание авторы уделяют изучению языковых особенностей в таких актуальных разделах PR, как сотрудничество со средствами массовой информации, работа со спичрайтерами и ораторами, проведение деловых встреч и конференций, а также в рекламе.

Книга состоит из трех частей, каждая из которых включает несколько разделов. Тексты разделов снабжены примечаниями и развернутой системой упражнений. Аутентичные тексты написаны живым языком, не перегруженным сложными лексико-грамматическими оборотами. Тем не менее тексты дают полное представление о языковых особенностях данной сферы PR, что делает их интересными для читателя.

Пособие содержит специальное приложение — аудиодиск с записями диалогов и текстов, начитанных носителями языка. Аудиоматериал снабжен лексическими упражнениями на проверку понимания прослушанных текстов и диалогов, имеющими целью развитие у студентов коммуникативных навыков. В приложение входят 10 диалогов и 10 текстов на следующие темы: проведение конференций, симпозиумов, деловых встреч, а также реклама.

CHAPTER I

WORKING WITH THE MEDIA

UNIT 1

MEDIA DEPENDENCE ON PUBLIC RELATIONS

Public relations people work with the media in many ways. This unit discusses how to prepare for press interviews, organize a news conference, conduct a media tour, and write such materials as fact sheets, press kits, and op-ed articles.

The unit begins with a review of how reporters and public relations people are mutually dependent upon each other for accomplishing their respective goals. It also mentions areas of friction that often contribute to an adversarial atmosphere. An important part of the relationship is based on mutual trust and credibility. For your part, you must always provide accurate, timely, and comprehensive information. Only in this way can any medium do its job of informing readers, listeners, or viewers about matters of importance to them.

Public relations sources provide most of the information used in the media today. A number of research studies have substantiated this, including the finding that today's reporters and editors spend most of their time processing information, not gathering it.

1,200 New York Times, Washington Post front pages were studied as far back as 1973 and it was found that 58.2 percent of the stories came through routine bureaucratic channels (official proceedings, news releases, and conferences or other planned events). Just 25.2 percent were the products of investigative journalism, and most of these were produced by interviews, the result of routine access to spokespersons. As the report said, "The reporter cannot depend on legwork alone to satisfy his paper's insatiable demand for news. He looks to official channels to provide him with newsworthy material day after day".

A New York public relations firm, Jericho Promotions, sent questionnaires to 5,500 journalists worldwide and got 2,432 to respond. Of that number, 38 percent said they get at least half of their story ideas from public relations people. The percentage was higher among editors of lifestyle, entertainment, and health sections of newspapers but much lower among metropolitan reporters, who spent most of their time covering “hard” news.

In other words, public relations materials save media outlets the time, money, and effort of gathering their own news.

❑ **Notes:**

New York Times — ежедневная газета. Считается наиболее влиятельной и информированной в стране. Придерживается прогрессивных взглядов и славится достаточно беспристрастной оценкой событий. Издается в Нью-Йорке. Основана в 1851 г.
Washington Post — ежедневная утренняя газета. Издается в Вашингтоне. Основана в 1877 г. Одно из самых влиятельных либеральных изданий в стране.

❑ **Vocabulary:**

accomplish one's goal — достичь своей цели
adversarial — враждебный, недоброжелательный
be dependent upon smb. — зависеть от к.-л.
comprehensive — исчерпывающий
contribute to smth. — способствовать ч.-л.
credibility — взаимный
fact sheet — подборка данных, «объективка»
friction — разногласие
insatiable — неумный, жадный, ненасытный
media outlets — местные телестудии, радиостанции, редакции, «точки» средств массовой информации
medium — средство
mutual — обоюдный, взаимный
op-ed page/article — полоса газеты, где публикуются статьи, отражающие точку зрения на какой-либо вопрос, колонка читателей
press kit — пресс-подборка, информационная подборка для прессы (набор рекламно-информационных материалов)
process information — обрабатывать информацию
provide information — предоставлять информацию

respective — соответственный
 routine — обычный
 satisfy demand — удовлетворить спрос
 story — газетный материал, сообщение в печати
 substantiate — подтвердить данными
 timely — своевременный

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

источники; с вашей стороны; читатели, слушатели и зрители; по всему миру; первая страница газеты; мероприятия; размещать материал в газете; из этого количества; по крайней мере; освещать события.

2) Find the words in the text which describe or mean the following:

1. firm belief, confidence —
2. regular and usual —
3. always wanting more of smth. —
4. people who have been chosen to speak officially for a group, organisation or government —
5. an occasion when a famous person is asked questions about their life, experiences, or opinions for a newspaper, magazine, television program etc. —

3) Translate the following word-combinations into Russian:

to provide to gather to process	information
media	tour outlets advisories
investigative	journalism report work
accurate timely comprehensive	information

4) Match the words. Use them in sentences of your own:

fact	advisories
op-ed	sheet
media	kits
press	articles
routine	channels
news	demand
insatiable	release

5) Match the words which are close in their meaning:

a goal	disagreement
adversarial	objective
friction	hostile
to respond	almost
nearly	to reach

6) Match the words having the opposite meaning:

trust	waste
accurate	lack of faith
timely	inopportune
metropolitan	inexact
save	local

7) Complete the following sentences from the text and translate them into Russian:

1. Just 25.2 percent were the products of ...
2. Of that number, 38 percent said that ...
3. The percentage was higher among editors of lifestyle, ...

8) Complete the sentences with the following words (*information; friction; trust; sources; media; adversarial; credibility*):

1. Public relations _____ provide most of the _____ used in the _____ today.
2. It also mentions the areas of _____ that often contribute to an _____ atmosphere.

3. An important part of the relationship is based on mutual _____ and _____.

9) Insert prepositions where necessary (on; for; of; to; upon; with):

1. The chapter begins _____ a review _____ how reporters and public relations people are mutually dependent _____ each other _____ accomplishing their respective goals.

2. It also mentions _____ areas _____ friction that often contribute _____ an adversarial atmosphere.

3. The reporter cannot depend _____ legwork alone to satisfy his paper's insatiable demand _____ news.

10) Answer the following questions:

1. What are the main points of the chapter?
2. Are reporters and public relations people mutually dependent upon each other?
3. What is an important part of their relationship based on?
4. What sort of information should be provided?
5. What have a number of research studies substantiated?

11) Can you explain the following?

“The reporter cannot depend on legwork alone to satisfy his paper's insatiable demand for news. He looks to official channels to provide him with newsworthy material day after day”.

12) Agree or disagree:

Make sure to use the following expressions:

Yes, that's true

There I agree completely

I don't think that's quite right

I'm afraid I don't agree

That's not quite so...

As far as I know...

1. Public relations sources provide most of the information used in the media today.
2. Public relations materials save media outlets time, money, and effort of gathering their own news.

13) Try to give the main idea of the text in one sentence.

14) Render the following item in English:

Отношения со средствами массовой информации или прес-сой, пожалуй, являются самой важной и цельной частью паб-лик рилейшнз.

Отношения со средствами массовой информации по сути представляют собой двусторонний процесс. Это — связь между организацией и прессой, радио и телевидением. С одной сто-роны, организация предоставляет информацию и по просьбе средств массовой информации создает им режим благоприят-ствования, с другой стороны, средства массовой информации предпринимают шаги для выпуска комментариев и новостей. Взаимное доверие и уважение между организацией и средства-ми массовой информации являются необходимой основой для хороших отношений.

Даже в век радио и телевидения общественное мнение все еще главным образом формируется под воздействием того, что люди читают в национальной, местной и отраслевой печати. Не-обходимо уважать неприкосновенность и традиционную сво-боду прессы, которая в значительной степени определяет ее зна-чимость, однако все это не мешает искать сотрудничества с прес-сой для дальнейшего решения проблем паблик рилейшнз.

UNIT 2

PUBLIC RELATIONS DEPENDENCE ON THE MEDIA

The purpose of public relations is to inform, shape opinions and attitudes, and motivate. This can be accomplished only if people receive messages constantly and consistently.

The media, in all their variety, are cost-effective channels of commu- nication in an information society. They are the multipliers that enable millions of people to receive a message at the same time. Through the miracle of satellite communications, the world is a global village of shared information.

On a more specialized level, the media are no longer just mass communication.

Thousands of publications and hundreds of radio, television, and cable outlets enable the public relations communicator to reach very specific target audiences with tailored messages designed just for them. Demographic segmentation and psychographics are now a way of life in advertising, marketing, and public relations.

The media's power and influence in a democratic society reside in their independence from government control. Reporters and editors make independent judgement about what is newsworthy and what will be disseminated. They serve as screens and filters of information, and even though not every one is happy with what they decide, the fact remains that media gatekeepers are generally perceived as more objective than public relations people who represent a particular client or organization.

This is important to you because the media, by inference, serve as third-party endorsers of your information. Media gatekeepers give your information credibility and importance by deciding that it is newsworthy. The information is no longer from your organization.

Consequently, your dependence on the media requires that you be accurate and honest at all times in all your public relations materials.

□ **Notes:**

psychographic — система классификации людей преимущественно по умственным установкам и ценностям, нежели по физическим качествам, уровню дохода или месту проживания; психография.

□ **Vocabulary:**

be designed for smb. — быть предназначенным для к.-л.

channels of communication — каналы связи

cost-effective — рентабельный

disseminate — распространять

endorse information — поддерживать, распределять информацию

gate-keeper — редактор

inference — заключение, вывод

make a judgement — сделать заключение

reside in smth. — принадлежать ч.-л., заключаться в ч.-л.

satellite communications — спутниковая связь

shape opinions and attitudes — сформировать точку зрения, мнение

tailored message — сообщение, составленное с учетом ситуации;
 рассчитанное на определенную аудиторию

target audience — целевая аудитория

variety — разнообразие

Exercises

1) Find the English equivalents in the text. Use them in sentences if your own:

следовательно; представлять клиента или организацию; служить ч.-л.; цель ч.-л.; дать возможность; объективный; влияние; не-зависимость от к.-л., ч.-л.; реклама; требовать.

2) Find the words in the text which describe or mean the following:

1. bringing the best possible profits or advantages for the lowest possible costs —
2. important or interesting enough to be reported as news —
3. a person at a publishing or broadcasting institution who decides whether to use news supplied by outsiders, typically public relations personnel sending material on behalf of their clients or employers —

3) Translate the following word-combinations into Russian. Use them in your own sentences:

channels of satellite mass	communication
to endorse shared screens and filters of	information

4) Translate the following sentences into Russian:

1. His talent resides in his story-telling abilities.
2. They made a judgement without knowing all the facts.
3. Teenagers' tastes, preferences and opinions are shaped by what they see in the media.
4. The kitchen is designed for two cooks, with double work areas.
5. These massagers are being widely disseminated via the Internet.
6. These days, he endorses products including health foods and sunglasses.

5) Match the words which are close in their meaning:

to disseminate	precise
to perceive	to spread
credibility	to demand
to require	trust
accurate	to think of

6) Complete the sentences with the following words (*target audiences; mass communication; accomplished; level; messages; outlets; designed; consistently*):

1. This can be _____ only if people receive _____ constantly and _____.
2. On a more specialized _____, the media are no longer just _____.
3. Thousands of publications and hundreds of radio, television, and cable _____ enable the public relations communicators to reach very specific _____ with tailored messages _____ for them.

7) Insert prepositions where necessary (*at; in; to; as; on; from; by; of*):

1. Your dependence _____ the media requires that you be accurate and honest _____ all times _____ all your public relations materials.
2. The media's power and influence _____ a democratic society reside their independence _____ government control.
3. This is important _____ you because the media, _____ inference, serve _____ third-party endorsers _____ your information.

8) Explain the grammatical structure of the sentence. Write down two sentences of your own with the same form:

You dependence on the media requires **that you be** accurate and honest.

9) Write down the questions for these answers:

1. The purpose of public relations is to inform, shape opinions and attitudes, and motivate.
2. The media's power and influence in a democratic society reside in their independence from government control.

3. Media gatekeepers give your information credibility and importance by deciding that it is newsworthy.

10) Can you explain the following?

1. Through the miracle of satellite communications, the world is a global village of shared information.
2. Demographic segmentation and psychographics are now a way of life in advertising, marketing and public relations.
3. The media, by inference, serve as third-party endorsers of your information.

11) Agree or disagree:

Make sure to use the following expressions:

I fully agree with it
Beyond all doubt
I wouldn't say so

I disagree with it
There's smth. in it, but...
Oh, that's all wrong, I'm afraid
I agree with it on the whole but it
could be said that...

1. On a more specialized level, the media are no longer just mass communication.
2. The media's power and influence in a democratic society reside in their independence from government control.

12) Write down one phrase showing the main idea of the text.

13) Develop the following points (units 1 and 2):

1. The jobs of public relations personnel and journalists are mutually dependent.
2. The working relationship between public relations and the media is built on trust, respect, and credibility.
3. A large percentage of the stories in a newspaper originate from public relations sources.
4. Mass media have the capability of multiplying an organization's messages and reaching millions of people at the same time.

14) Render the following item in English:

Публикуя новости, присылаемые отделом паблик рилейшнз, средства массовой информации рассчитывают получить взамен

информацию о самой организации или о ее производственной деятельности. В некоторых случаях это просто текущая информация, хотя она может иногда оказаться рекламой, выгодной для организации. Временами, к сожалению, пресса проявляет интерес к вопросам, которые лучше всего было бы не затрагивать. Во всех этих случаях желательно максимально помочь интересующейся стороне. Когда предмет ее интереса носит деликатный характер, журналисты могут согласиться не упорствовать в своих стремлениях, если им откровенно объяснить причины. С другой стороны, скрытность, скорее всего, утверждает их во мнении, что информация сенсационна, и делает их даже еще более настойчивыми в своих поисках.

При передаче информации журналистам необходимо разъяснить, могут ли они цитировать ее как официальное заявление и сделано ли оно частным лицом или же им нужно сослаться на представителя организации. С другой стороны, журналисту нужно сказать, что он может использовать полученную информацию, не ссылаясь на источник, или указать, что она носит строго конфиденциальный характер и не должна появляться в печати.

UNIT 3

AREAS OF FRICTION

Text A

The relationship between public relations and the media is based on mutual cooperation, trust, and respect. Unfortunately, that is not always the case. The following are some areas of friction.

Name-Calling

Many journalists openly disdain public relations people and call them “flacks”, a derogatory term for press agents. It is somewhat akin to calling journalists “hacks”. Due to protests from the public relations community, *The Wall Street Journal* has now adopted a policy that forbids the use of the

word “flack” by reporters in their stories. Unfortunately, many other newspapers have not followed suit.

Journalists often refer to the activities or policies of organizations as “public relations gimmicks”.

Excessive Hype and Promotion

Journalists receive hundreds of news releases that are poorly written, contain no news, and read like commercial advertisements. It is no wonder that after a while they form the opinion that the majority of publicists are incompetent.

Journalists also resent the use of gimmicks in sending materials to the news media.

These gimmicks are meant simply to separate the news release or press kit from the stack on the recipient’s desk. However, gatekeepers complain that such gimmicks constitute gifts or “freebies”, which their organizations, on principle, do not accept. Some newspapers even return such minor gimmicks as key chains, T-shirts, and coffee mugs. In sum, if you’re thinking about using a gimmick with a news release, carefully assess the recipient’s potential reaction.

□ Notes:

The Wall Street Journal — влиятельная ежедневная политико-экономическая газета деловых кругов, крупнейшая по тиражу газета США (около 2 млн экз.), регулярно занимает места в десятке лучших. Известна лаконичным стилем изложения новостей и авторитетным анализом тенденций деловой и финансовой жизни. Издается в Нью-Йорке, основана в 1889 г.

□ Vocabulary:

assess — оценить

be akin to smth. — быть сродни ч.-л.

derogatory — пренебрежительный, унижительный

disdain — презирать

excessive — чрезмерный

flacks — (sl.) презрительное прозвище людей, работающих в публик рилейшнз, «пиарщиков»

follow suit — последовать примеру

forbid, forbade, forbidden — запрещать

freebie — (sl.) небольшой подарок, бесплатная раздача образцов рекламируемого товара
friction — трения, разногласия
gimmick — рекламный трюк, уловка
hack — (sl.) «писаки»
hype — шумная, крикливая реклама
minor — небольшой
promotion — продвижение, реклама
recipient — получатель
refer to smth. — отзываться о ч.-л.
resent — возмущаться
stack — масса, куча

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

в какой-то степени; в принципе; вследствие ч.-л.; футболка; кружка; оценить; возможная реакция; плохо написанный; не содержать новостей; неудивительно; коммерческая реклама; быть предназначенным для ч.-л.

2) Find the words in the text which describe or mean the following:

1. a trick or smth. unusual that you do to make people notice smb. or smth. —
2. disagreement or angry feelings between people —
3. smth. that you are given free, usually smth. small and not expensive —
4. very similar to smth. —
5. insulting and disapproving —

3) Translate the following sentences into Russian:

1. Pay is a continuing source of friction with the workers.
2. Psychologists will assess the child's behavior.
3. He disdains New York and the art that is produced there.
4. I resented having to work such long hours.
5. At that time, the state law forbade the teaching of evolution.

4) Match the words which are close in their meaning:

due to	despise
akin	disagreement
forbid	owing to
disdain	similar
friction	ban

5) Match the words having the opposite meaning:

disdain	different
forbid	sender
akin	respect
recipient	minority
majority	allow

6) Insert prepositions where necessary (*by; in; of; to; from*):

- Journalists also resent _____ the use _____ gimmicks _____ sending materials _____ the news media.
- Due _____ protests _____ the public relations community, The Wall Street Journal has now adopted a policy that forbids the use _____ the word "flack" _____ reporters _____ their stories.
- Many other newspapers have not followed _____ suit.

7) Make up a few sentences with the following words and word-combinations:

commercial advertisements
to follow suit
to refer to smth
to assess
friction

8) Complete the following sentences from the text and translate them into Russian:

- Unfortunately, many other newspapers _____.
- These gimmicks are meant _____.
- The relationship between public relations and the media _____.

9) Write down 5 questions to the text.**10) Can you explain the following:**

1. Unfortunately, many other newspapers have not followed suit.
2. These gimmicks are meant simply to separate the news release or press kit from the stack on the recipient's desk.

11) Agree or disagree:

Make sure to use the following expressions:

It's all very well to say but...

It's not as easy as all that...

Yes, but look, that would mean...

Yes, but on the other hand...

Let's be realistic about this...

The relationship between public relations and the media is based on mutual cooperation, trust and respect.

Text B

Advertising Pressures

It is a fact of economic life that media outlets are dependent on advertising revenues for survival. Increased competition, coupled with a soft economy in the 1990's, has created an environment where both media outlets and advertisers are willing to trade advertising for editorial space.

This is particularly true in the trade press and among specialized magazines. Beauty and fashion magazines, for example, are well known for running stories and fashion layouts that tend to feature their advertisers. Car magazines also have a penchant for reviewing cars that are advertised in them.

Supporting the publication through advertising and getting editorial plugs or features in return is also a good situation for the fashion designer. For example, designer Michael Kors got his \$10,000 cocktail dresses on the cover of *Harper's Bazaar* and immediately sold 15 of them.

Related to advertising pressures are the wining and dining of journalists for the express purpose of setting favorable coverage. One public relations firm gave beauty editors \$200 worth of traveler's checks and a free night at a first-class hotel in New York as part of a promotion for a new Cover Girl product. L'Oreal took 15 leading beauty editors to Paris on the Concorde to visit the labs that created a new product.

□ Notes:

Harper's Bazaar — ежемесячный журнал для женщин. Издаётся в Нью-Йорке. Основан в 1867 г. Тираж около 700 тыс. экз.

□ Vocabulary:

be coupled with smth. — быть связанным с ч.-л.; в сочетании

coverage — освещение в печати

fashion layout — страницы моды

feature (v.) — помещать на видном месте

penchant — склонность (к ч.-л.), симпатия (к ч.-л.)

plug (advertisement) — реклама

put in a plug — рекламировать

revenue — доход

run a story — опубликовать статью

soft — зд. слабый, вялый, дряблый

survival — выживание

tend — иметь склонность к ч.-л., тяготеть к ч.-л.

wine and dine — угощать, потчевать, кормить-поить

Exercises

1) Find the words in the text which describe or mean the following:

1. to entertain smb. well with a meal, wine etc. —
2. money that a business or organization receives over a period of time, especially from selling goods or services —
3. the way in which a subject or event is reported on television or radio, or in newspapers —
4. a way of advertising a book, movie, idea etc., by talking about it publicly, especially on a television or radio program —
5. a liking for smth. you do as a habit —

2) Translate the following words and word-combinations into Russian. Use them in sentences of your own:

1. to survive
survival
a survivor
a survival kit
a survival rate
a survival of the Middle Ages

2. to run business
to run for elections
to run out of money
to run ashore
to run a temperature
to run into smb.

Find in the dictionary some more expressions with the verb “to run”.

3) Translate the following sentences into Russian:

1. Companies spend millions winning and dining their clients.
2. CNN intends to have continuous live coverage of the national party conventions.
3. He put in a plug for his new building project Thursday.
4. Rain forest destruction is threatening the cultural survival of the people living there.
5. The newspaper featured the murder story.

4) Match the words which are close in their meaning:

related	connected
penchant	publish
willing	reluctant
run	fondness
dependent	enthusiastic

5) Match the words having the opposite meaning:

true	strong
related	reluctant
soft	diminished
willing	false
increase	alien

6) Complete the sentences and translate them into Russian (*a new product; beauty editors; trade; fashion; specialized; running; layouts; advertisers; feature*):

1. This is particularly true in the _____ press and among _____ magazines.

2. Beauty and _____ magazines, for example, are well known for _____ stories and fashion _____ that tend to _____ their _____.

3. L'Oreal took 15 leading _____ to Paris on the Concorde to visit the labs that created _____.

7) Insert prepositions (*on; for; in; to; of*):

1. Related _____ advertising pressures are the wining and dining _____ journalists _____ the express purpose _____ setting favorable coverage.

2. It is a fact _____ economic life that media outlets are dependent _____ advertising revenues _____ survival.

3. Car magazines also have a penchant _____ reviewing cars that are advertised _____ them.

8) Write down 5 questions to the text beginning with:

what... ; why... ; how... ; where... ; how much...

9) Can you explain the following:

1. Car magazines also have a penchant for reviewing cars that are advertised in them.

2. Related to advertising pressures are the wining and dining of journalists for the express purpose of getting favorable coverage.

10) Agree or disagree:

Make sure to use the following expression:

Just so

Just the other way round

Quite so

Certainly not

I quite agree here

Surely not...

Naturally

Nothing of the kind

Most likely...

On the contrary...

It is a fact of economic life that media outlets are dependent on advertising revenues for survival.

11) Write down one sentence showing the main idea of the text.

Text C

Sloppy Reporting

A survey by the American Management Association found that 83 percent of the public relations directors who participated thought that sloppiness on the part of reporters was the major reason for inaccurate stories. Reporters were also faulted for not doing their homework or research before writing a story and not understanding the topics they were writing about.

The same criticisms are echoed by business executives. Most executives agree with the statement “If I talk to the press, I almost invariably get misquoted”. Three-fourths of the respondents also agree with the statement “The knowledge base of business reporters leaves a lot to be desired”. Other problems with the press, say the executives, are tendencies to sensationalize, to overemphasize the negative, and to make simplistic generalizations.

These surveys point up an important responsibility for you: it is part of your job to educate top executives about how the media operate and what they need to give a fair, objective story.

This education may include training executives to give a 30-second “sound bite” answer to a complex question and even how to handle aggressive reporters. At a more basic level, you have to teach executives that news reports are “first drafts of history” that occasionally get garbled or distorted as they go through several levels of personnel at a newspaper, magazine, or broadcasting outlet.

You also have to take into consideration that many reporters are generalists who have little or no background on the multitude of subjects they are asked to cover. When you are dealing with a reporter who is not familiar with your business or industry, you must explain the subject thoroughly and provide background material. This will help the reporter do a better job, and it gives you a reasonable chance to ensure that the story will be accurate.

□ Notes:

The American Management Association — Американская ассоциация менеджмента. Общественная организация. Основана в 1923 г. Около 70 тыс. членов. Штаб-квартира в Нью-Йорке.

□ Vocabulary:

background — образование, опыт

distort — искажать

echo — повторять

fault smb. — обвинять к.-л., критиковать к.-л.

garble — коверкать
generalization — обобщение
handle smb. — обращаться с к.-л., справляться с к.-л.
invariably — неизменно
leave a lot to be desired — оставлять желать много лучшего
misquote — исказить ч.-л. слова
on smb's part — со стороны к.-л.
overemphasize — излишне подчеркивать
sensationalize — гнаться за сенсацией
simplistic — чрезмерно упрощенный
sloppy — неряшливый, небрежный
sound bite — краткая выдержка из речи, выступления, цитата, используемая в радио- и телепередачах
survey — опрос

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

объективный; честный; иметь дело с к.-л.; неправильно прогнозировать; принимать участие; основная причина ч.-л.; критические замечания; склонность к ч.-л.; подчеркивать ответственность.

2) Find the words in the text which describe or mean the following:

1. a very short part of a speech or statement, especially made by a politician, that is broadcast on television or the radio —
2. smb. who answers questions —
3. a set of questions that you ask a large number of people in order to find out about their opinions —
4. to make a mistake in reporting what smb. else has said —

3) Make up a few sentences with the following words and word-combinations:

to cover a subject
to take into consideration
to make a generalization
a survey
to provide background material

4) Translate the following sentences into Russian:

1. The project has been faulted by some scientists who say it has little research value.
2. The story has been sensationalized for the sole purpose of selling newspapers.
3. He has a background in computer engineering.

5) Match the words which are close in their meaning:

objective (adj.)	manage
tendency	careless
handle take	part
sloppy	impartial
participate	trend

6) Match the words having the opposite meaning:

familiar	careless
occasionally	contradict
thoroughly	biased
agree	regularly
fair	superficially
accurate	unaware

7) Insert prepositions where necessary (*for, by, of, on, to*):

1. This education may include training executives to give a 30-second "sound bite" answer _____ a complex question and even how to handle _____ aggressive reporters.
2. A survey _____ the American Management Association found that 83 percent _____ the public relations directors who participated thought that sloppiness _____ the part _____ reporters was the major reason _____ inaccurate stories.
3. This will help _____ the reporter do a better job.

8) Answer the following questions:

1. What did a survey by The American Management Association find?
2. Who are the same criticisms echoed by?

3. How many respondents agree with the statement “The knowledge base of business reporters leaves a lot to be desired”?
4. What are other problems with the press?
5. In what way can executives be educated?
6. What else should also be taken into consideration to ensure that the story will be accurate?

9) Can you explain the following:

You have to teach executives that news reports are “first drafts of history” that occasionally get garbled or distorted as they go through several levels of personnel at a newspaper, magazine, or broadcasting outlet.

10) Agree or disagree:

Make sure to use the following expressions:

True enough	I'm not sure I quite agree
I couldn't agree more	I'm afraid I don't agree
Beyond all doubt	I'm not so sure
Looks like that	

1. Other problems with the press are tendencies to sensationalize, to overemphasize the negative, and to make simplistic generalizations.
2. ...many reporters are generalists who have little or no background on the multitude of subjects they are asked to cover.

11) Render the following item in English:

Лучшей политикой общения со средствами массовой информации является ваше доверие к ним. Сообщайте прессе как можно больше, даже сведения о конфиденциальных материалах, а затем оговаривайте, какие разделы нельзя публиковать и почему.

Целесообразно культивировать сбалансированный взгляд на комментарии в прессе. Популярная пресса обычно предпочитает сенсационные сообщения материалам о планомерном прогрессе, какое бы значение последние ни имели для процветания нации или региона. Тем не менее существует много способов обратить на себя внимание печати, если осмыслить потребности газет и других периодических изданий.

Все газеты готовы помещать не очень приятные новости, даже если они не совсем соответствуют редакционной полити-

ке или вкусу читателей. Пресса всегда будет приветствовать любую статью или заметку, содержащую элементы новостей, лишь бы этот материал был своевременным и точным.

Text D

Tabloid Journalism

Newspapers and broadcast shows are not all alike, and the level of commitment to journalistic standards ranges from wholehearted to nonexistent. Some periodicals are highly praised for their objective and fair reporting, whereas others are famous for headline stories based on hearsay.

The same situation exists in television. Some shows are known as “tabloid television” and “trash TV” because they concentrate on the sensational and have used the facade of traditional journalism on what is pure entertainment. This has been called “journaltainment”.

The proliferation of tabloid television means that you have to be very careful.

In the race for ratings, some shows have started to offer more sensationalism and the manipulation of events for greater effect.

Such lapses of journalistic standards are a major concern for the media because the antics of an isolated few affect the credibility of all journalists.

Your challenge is to make sure you don’t paint all media with the same brush. You should continue to give service to responsible journalists and provide information. However, if a reporter has a reputation for sensationalism, you are probably better off if you simply refuse to be interviewed or provide information.

If you do decide to work with a tabloid television reporter, there are some points that can help you keep control of the situation:

- Never do an adversarial interview alone. One option is to have a lawyer sit in on the interview.
- Research the interviewer’s record before facing the camera. Know his or her method of questioning.
- Don’t accept any document on camera. Surprise documents can be used to trip up subjects and make them look foolish.
- Get a commitment that you will be able to respond to accusations made by others as part of the story.
- If cornered, counterattack. Take the offensive and accuse the reporter of unprofessional conduct, incompetence, or a lack of understanding of the subject.

□ Vocabulary:

accuse smb. of smth. — обвинять к.-л. в ч.-л.

adversarial — недоброжелательный, враждебный

commitment to smth. — преданность ч.-л., верность ч.-л., обязательство

corner smb. — «загнать в угол», «припереть к стене»

lack of smth. — отсутствие ч.-л.

lapse — падение

make accusations — выдвигать обвинение

hearsay — слухи

antics — проделки, шутовство, кривляние

proliferation — распространение

race for ratings — погоня за рейтингом

sensationalism — сенсационность

tabloid — низкопробный, бульварный

tabloid press — бульварная пресса

take the offensive — перейти в наступление

trash (material, writing) — чтиво, макулатура, дешевка

trip up — запутывать

Exercises**1) Find the English equivalents in the text:**

основываться на слухах; предоставлять информацию; держать ситуацию под контролем; некомпетентность; заручиться обязательствами; сосредоточиваться на ч.-л.; колебаться (варьироваться); подрывать доверие к ч.-л.; оказаться перед камерой; непрофессиональное поведение.

2) Find the words in the text which describe or mean the following:

1. a newspaper that has a lot of photographs, stories about famous people, gossip etc., and not much serious news —
2. a level or a scale that shows how good, important, popular etc. smb. or smth. is —
3. smth. that you have heard about from other people, but do not know to be true —
4. a way of reporting events or stories that makes them as strange, exciting, or shocking as possible —

3) Translate the following words and word-combinations into Russian. Use them in sentences of your own:

1. to accuse smb. of smth.
to make an accusation
to bring all accusation against smb.
the accused
accusing
2. commitment
commitment to a cause
to make a commitment
to commit oneself

4) Match the words, translate them and use in sentences of your own:

provide	stories
unprofessional	standards
headline	concern
major	conduct
journalistic	information

5) Translate the following sentences into Russian:

1. Hearsay is not allowed as evidence in court.
2. Reporters used extreme and adversarial methods to get their information.
3. Her latest affair was splashed across the cover of the supermarket tabloids.
4. The new comedy had the highest television rating this season.
5. Many people get tripped up over the new tax laws.

6) Match the words which are close in their meaning:

to refuse	decline
sensational	influence
wholehearted	to decline
lapse	exaggerated
affect	sincere

7) Match the word which are opposite in their meaning:

sensational	efficiency
incompetence	obscure
wholehearted	minor
famous	run-of-the-mill
major	disinterested

8) Complete the sentences using the following words and word-combinations (*events; ratings; to trip up; sensationalism; effect; to respond*):

1. Surprise documents can be used _____ subjects and make them look foolish.
2. Get a commitment that you will be able _____ to accusations made by other as part of the story.
3. In the race for _____, some shows have started to offer more _____ and the manipulation of _____ for greater _____.

9) Insert prepositions where necessary (*of; from; to; for*):

1. ... accuse the reporter _____ unprofessional conduct incompetence, or a lack _____ understanding _____ the subject.
2. ... the level _____ commitment _____ journalistic standards ranges _____ wholehearted _____ nonexistent.
3. Such lapses _____ journalistic standards are a major concern _____ the media, because the antics _____ an isolated few affect _____ the credibility _____ all journalists.

10) Write down 5 questions to the text using the active vocabulary of the unit.

11) Can you explain the following:

1. Your challenge is to make sure you don't paint all media with the same brush.
2. Such lapses of journalistic standards are a major concern for the media because the antics of an isolated few affect the credibility of all journalists.

12) Agree or disagree with the tips concerning handling tabloid reporters. Do you think it will really help you keep control of the situation? Start your sentence with:

It's no use. No, it's no good doing it. What's the use of...

It is worth while...

Well, I could do that, I suppose...

Yes, I think it's advisable to do that...

13) Give the main idea of the text. Write down one phrase.

14) Develop the following:

There are several areas of friction among journalists and public relations people, including name-calling, excessive hype and promotion, advertising pressures, sloppy reporting, and tabloid journalism.

UNIT 4

EFFECTIVE MEDIA RELATIONS

Text A

There will always be areas of friction and disagreement between public relations people and journalists, but that doesn't mean that there can't be a solid working relationship based on mutual respect for each other's work, including journalists.

A good working relationship with the media is vital for a public relations writer. Indeed, one definition of public relations is the building of relationship between the organization and its various public.

Dealing with the Media

Many guidelines for dealing effectively with the media have been compiled. Most of them are well tested and proven, but you must always remember that there are no ironclad rules. Media people are also individuals to whom a particular approach may or may not be applicable. Here's a list of general guidelines.

1. **Know your media.** Be familiar with the publications and broadcast outlets that are regularly used. Know their deadlines, news format, audience, and needs. Do your homework on other publications and broadcast shows before sending a pitch letter or news material.

2. **Limit your mailings.** Multiple news releases are inefficient and costly, and they alienate media gatekeepers. Send releases only to publications and broadcast outlets that would have an interest in the information.

3. **Localize.** Countless surveys show that the most effective materials have a local angle. Take the time to develop that angle before sending materials to specific publications.

4. **Send newsworthy information.** Don't bother sending materials that are not newsworthy. Avoid excessive hype and promotion.

5. **Practice good writing.** News materials should be well written and concise. Avoid technical jargon in materials sent to nontechnical publications.

6. **Avoid gimmicks.** Don't send T-shirts, teddy bears, balloon bouquets, or other frivolous items to get the attention of media gatekeepers.

7. **Be environmentally correct.** Avoid giant press kits and reams of background materials. Save trees.

8. **Be available.** You are the spokesperson for an organization. It is your responsibility to be accessible at all times, even in the middle of the night. Key reporters should have your office and home telephone number.

9. **Get back to reporters.** Make it a priority to respect your promises and call reporters back in a timely manner. They have deadlines to meet.

10. **Answer your own phone.** Use voice mail system as a tool of service, not as a screening device. Reporters (like other people) hate getting bogged down in the electronic swamp of endless button pushing.

11. **Be truthful.** Give accurate and complete information even if it is not flattering to your organization. Your facts and figures must be clear and dependable.

12. **Answer the questions.** There are only three acceptable answer: "Here it is", "I don't know but I'll get back to you within an hour" and "I know but I can't tell you now because..." "No comment" is not one of the three alternatives.

13. **Protect exclusives.** If reporter has found a story, don't give it to anyone else.

14. **Be fair.** Competing media deserve equal opportunity to receive information in a timely manner.

15. **Help photographers.** Facilitate their work by getting people together in a central location, providing necessary props, and supplying subjects' full names and titles.

16. **Explain.** Give reporters background briefings and materials so that they understand your organization. Tell them how decisions were reached and why.

17. **Remember deadlines.** The reporter must have enough time to write a story. One good rule is to provide information days or weeks in advance. In addition, don't call a media outlet to make a pitch at deadlines time.

18. **Praise good work.** If a reporter has written or produced a good story, send a complimentary note. A copy to the editor is also appreciated.

19. **Correct errors politely.** Ignore minor errors such as misspellings, inaccurate ages, and wrong titles. If there is a major factual error that skews the accuracy of the entire story, talk to the reporter who wrote the story. If that doesn't work, talk to the editor or news director.

❑ **Notes:**

to screen one's calls — «просеивать» звонки, использовать определитель номера и автоответчик, чтобы не говорить с теми, кому не можешь или не хочешь отвечать.

❑ **Vocabulary:**

alienate — отдалять, отвращать

angle — точка зрения, подход

applicable — применимый

avoid — избегать

compile — составить

concise — краткий, сжатый

deadline — крайний срок

definition — определение

device — приспособление

exclusive — эксклюзивное сообщение

facilitate — облегчать

flatter — льстить

guidelines — правила, инструкции, директивы

ironclad rules — «железные» правила

meet the deadline — выполнить ч.-л. в срок

pitch letter — рекламно-информационное письмо

priority — первостепенная задача, приоритет

props — реквизит

ream — груда

skew — исказить

take the time — не торопиться

vital — жизненно важный

voice mail system — автоответчик

Exercises

1) Find the English equivalents in the text and use them in sentences of your own:

заранее; взаимное уважение; высоко оценивать; фактическая ошибка; неправильное написание; неэффективно; достоверный факт; пустяковая, ерундовая вещь; приемлемый ответ; бесчисленные опросы.

2) Find the words in the text which describe or mean the following:

1. rules or instructions about the best way to do smth. —
2. a date or time by which you have to do or complete smth. —
3. to add local interest material to a story —
4. the thing that you think is most important and that needs attention before anything else —
5. an important news story that is in only one newspaper, magazine, television news program etc. —

3) Translate the following words and word-combinations into Russian. Make up sentences of your own:

1. to meet a deadline
to miss a deadline
to set a deadline
to work under a tight deadline
at deadline time
2. to establish priorities
a top/high/first priority
to have/take/get priority
to get one's priorities straight/right

4) Match the words (there can be more than one variant). Use them in sentences of your own:

news	rules
ironclad	answer
news	letter
acceptable	director
pitch	release

5) Translate the following sentences into Russian:

1. Lawyers examined reams of documents.
2. Jackson's comments alienated many baseball fans.
3. It depends on your definition of success.
4. Try approaching the problem from a different angle.
5. Dividing students into small groups usually helps facilitate discussion.

6) Match the words which are close in their meaning:

regularly	reliable
costly	conflict
disagreement	essential
solid	constantly
vital	expensive

7) Match the words which are opposite in their meaning:

frivolous	redundant
timely	flexible
flatter	inopportune
ironclad	criticize
concise	sensible

8) Answer the following questions:

1. What should be done to know your media?
2. How can you limit your mailings?
3. Why is it important to localize you materials?
4. What sort of information should be sent?
5. How should news materials be written?
6. Why should gimmicks be avoided?
7. What does "to be environmentally correct" mean?
8. Why should you be always accessible for the media?
9. Why can't "no comment" be one of the possible answers to reporters' questions?
10. In what way should you be fair to competing media?
11. How can you help photographers ?
12. In what way should you react to errors?

9) Can you explain the following:

1. Reporters (like other people) hate getting bogged down in the electronic swamp of endless button pushing.
2. Countless surveys show that the most effective materials have a local angle.

10) Translate the list of general guidelines in writing. Do you agree or disagree with the list?

11) Develop two or three items of the general guidelines which you find the most important.

Start with:

From the point of view of...

It has been pointed out that...

I'd just like to say...

I think (suppose, guess, believe, dare say)...

Personally I believe...

In my opinion (view)...

As I see it...

Text B

Media Etiquette

In addition to the foregoing guidelines, there are several matters of media etiquette that should be observed. A failure to observe the following points often leads to poor media relations.

Irritating phone calls. Don't call a reporter or an editor to ask if your news release was received. Simply assume that it was if you used a regular channel of distribution such as first-class mail, a courier service, or fax.

Unfortunately, the practice of phoning reporters with such an inane question is widely done as a pretext for calling attention to the news release or making a pitch for its use.

Although the approach seems logical, it is better to can a reporter to offer some new piece of information or a story angle that may not be explicit in the news release. The telephone call then becomes an information call instead of a plea to read the news release and use it.

Inappropriate requests. It is not appropriate to ask a publication or broadcast station to send you a clipping of the story or news segment. If you

want such materials, you should make arrangements with a clipping service or a broadcast monitoring firm.

It also is not a good idea to ask if you can check a story before it runs. Publications rarely give such permission and consider the request an infringement on their First Amendment rights. From a practical standpoint, news is timely, and there often isn't time for outside sources to check stories. It is permissible to ask a reporter if you can check any quotes attributed to you. In many cases, however, you will still get a frosty no.

❑ **Notes:**

First Amendment — Первая поправка. Поправка в Конституции США, гарантирующая гражданские свободы. Является частью Билля о правах.

❑ **Vocabulary:**

assume — предположить, допустить

attributed to smb. — приписываемый к.-л.

call attention to smth. — привлечь внимание к ч.-л.

channel of distribution — канал распространения

courier service — курьерская служба

explicit — ясный, четкий, точный

fax — факс

foregoing — вышеупомянутый

inane — бессмысленный, пустой

inappropriate — неуместный

infringement — нарушение

irritating — раздражающий

make a pitch — пытаться протолкнуть информацию; совершить сделку

observe — соблюдать

permissible — позволительно

permission — позволение

plea — просьба

pretext — предлог

quote — цитата

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

в добавление к ч.-л.; привести к ч.-л.; обычный канал; подход (к проблеме); аспект сообщения; радиостанция; фирма звуко-записи; проверить сообщение; точка зрения; внешние источники; газетные вырезки.

2) Find the words in the text which describe or mean the following:

1. a request that is urgent or full of emotion —
2. to try to make a business agreement, or to sell smth. by saying how good it is —
3. a reason given for an action, used in order to hide your own intentions —

3) Translate the following words and word-combinations into Russian. Use them in sentences of your own:

to permit smb. to do smth.

to give/ask a travel/work/export etc. permit

to give a permission

permissible

permissive

permissiveness

4) Translate the following sentences into Russian:

1. He was glad to have a pretext to leave the party early.
2. The movie is inappropriate for children.
3. A health inspector gave explicit instructions on how to correct the problem.
4. It is assumed that they will eventually join the EU.
5. Doctors attributed his quick recovery to his physical fitness.

5) Match the words which are close in their meaning:

inane	violation
infringement	above-mentioned
explicit	abide by
foregoing	stupid
observe	unambiguous

6) Match the words which are opposite in their meaning:

outside	forbidden
receive	internal
appropriate	turn down
failure	improper
permissible	success

7) Write down 5 questions to the text beginning with “Why...?”.

8) Can you explain the following?

Publications rarely give such permission and consider the request an infringement on their First Amendment rights.

9) Agree or disagree:

It is inappropriate to ask media outlets for clips of news articles or to see the story before it is published or broadcast.

10) What are the main points of media etiquette? Do you agree with all of them? Can you add anything of your own?

11) Render the following item in English:

В настоящее время в прессе в основном публикуются статьи и очерки, которые дают фоновую информацию к новостям, или же статьи и очерки конъюнктурного или общего характера. Как раз здесь и существуют превосходные возможности сотрудничества с журналистами в выдвижении на первый план каких-либо особых интересов. Им требуется постоянный поток идей и проблем, которые они могли бы использовать, и, как правило, они готовы выслушать любые конструктивные предложения. Может показаться, что такая ситуация открывает возможность для оказания неподобающего давления или даже для подкупа, однако на самом деле случаи коррупции редки, поскольку неразумные действия часто дискредитируют цель. Постепенно между представителями и специалистами в сфере публичных рилейшнз складываются новые профессиональные отношения. Пресса начинает осознавать ценность контактов с организациями, используя которые может быстро получить достоверную информацию. Компетентные специалисты в области публичных рилейшнз, в свою очередь, с уважением относятся к роли

представителей прессы в предоставлении общественности сбалансированной информации, понимают проблемы, связанные с целесообразностью публикаций и органичностью их объема. Другой важный фактор заключается в том, что пресса признает роль специалистов в области публичных отношений в разъяснении того, насколько важно, чтобы процесс управления отличался честностью и полной открытостью.

UNIT 5

CRISIS COMMUNICATION

Text A

A good working relationship with the media is severely tested in times of crisis. All the rules and guidelines about working effectively with the press are magnified and intensified when something out of the ordinary occurs and thus becomes extremely newsworthy.

Here is a sampling of major crises that have hit various organizations:

- The safety of Dow-Corning's silicone gel breast implants comes under fire from both the medical community and thousands of women who claim that they were harmed by the product.
- Sears is charged by consumer agencies in several states for defrauding customers and making unnecessary repairs at its auto centers.
- An outbreak of food poisoning, leading to the death of a 2-year-old, is traced to contaminated beef served by Jack-In-The-Box restaurants in Washington State.
- An activist environmental group claims that the pesticide Alar used on apples is a health hazard to children. The claim is featured on TV, causing a major drop in apple sales, affecting thousands of apple growers.
- A Florida man claims that his wife's fatal brain tumor was caused by her frequent use of a cellular phone. He files a lawsuit and gets national exposure with an appearance on TV.

These situations, no matter what the circumstances are, constitute major crises because the reputation of the company, industry, or product is in

jeopardy. Economic survival is at stake, and a company can lose millions of dollars overnight if the public perceives that a problem exists.

Johnson & Johnson, owner of the maker of Tylenol, saw the brand's market share shrink from 37 percent to barely 6 percent in a matter of days after capsules laced with cyanide killed seven people in Chicago. By the time it was established that someone had tampered with the product after it had reached store shelves, the ordeal had cost the company more than \$50 million to recall the product and test all its manufacturing processes.

During such times of crisis, the media can be adversaries or allies. It all depends on how you and your organization manage the crisis and understand the media's point of view. Keep in mind some guidelines.

□ **Notes:**

Dow-Corning — совместное предприятие химического концерна Dow Chemical Co и компании по производству стекла и стеклянной посуды Corning Inc.

Sears — компания по прокату автомобилей торговой фирмы «Сирс, Роубак энд Ко» (Sears, Roebuck and Co).

Jack-In-The-Box — сеть закусочных, торгующих гамбургерами. Рассчитана на обслуживание в автомобиле.

Johnson & Johnson — химико-фармацевтическая компания. Выпускает широкий круг фармацевтических препаратов, в частности «Тайленол», патентованное средство от головной боли и простуды. В октябре 1982 г. страну потрясли сообщения о случаях отравления со смертельным исходом, вызванного тем, что ненайденный злоумышленник подложил в капсулы тайленола цианистый калий. Жертвами стали восемь человек в г. Чикаго и в штате Калифорния. В результате этой трагедии федеральные власти выработали новые правила проверки выпускаемых лекарств.

□ **Vocabulary:**

adversary — противник

ally — союзник

barely — едва

be at stake — быть поставленным на карту

brain tumor — опухоль мозга

brand — марка, сорт

claim — утверждать, заявлять

cellular phone — сотовый телефон

charge smb. for smth. — обвинять к-л. в ч.-л.

come under fire — вызвать град нападков
consumer — потребитель
contaminated — зараженный
crisis, crises (pl.) — кризис
crisis communications — экстремальные связи с общественностью
defraud — обманывать
evasive — уклончивый
file a lawsuit — возбудить судебное дело
food poisoning — пищевое отравление
fuel — разжигать
harm — причинять вред
health hazard — опасность для здоровья
hit — поразить
hostility — враждебность
implant — имплантат
jeopardy — опасность
lace — подливать
magnify — увеличивать
market share — доля на рынке
misconstrue — неправильно истолковать
occur — происходить, случаться
ordeal — испытание
outbreak — вспышка
perceive — почувствовать, ощутить
recall — отозвать
safety — безопасность
sampling — выборка
shrink — уменьшаться
tamper — нарочно тайком портить ч.-л.
trace — проследить

Exercises

1) Find the English equivalents in the text. Make up sentences of your own with them:

ремонтные работы; двухлетний ребенок; созвать пресс-конференцию; полки магазинов; ч.-л. необычное; группа активистов, выступающая в защиту окружающей среды; показать по телевидению; частое использование; обстоятельства; за одну ночь.

2) Find the words in the text which describe or mean the following:

1. not willing to answer questions directly —
2. a very bad or frightening experience —
3. the sudden appearance or start of war, fighting, or serious disease —
4. to become smaller in amount, size, or value —
5. to trick a person or organization in order to get money from them —
6. a very bad or dangerous situation that might get worse, especially in politics or economics —
7. smth. that may be dangerous or cause accidents, problems etc. —
8. smb. who helps and supports you in difficult situations —

3) Translate the following expressions into Russian. Use them in sentences of your own:

before a crisis hits
miss opportunities
keep in mind
no matter what the circumstances are
is featured on TV
when smth. out of the ordinary occurs
gets national exposure

4) Translate the following sentences into Russian:

1. Police revealed that the telephone line had been tampered with.
2. The killings could put the whole peace process in jeopardy.
3. The hostages described their terrifying six-week ordeal.
4. He wanted to ensure success against his political adversaries.
5. Her husband was charged with her murder.
6. Profits have been shrinking over the last year.
7. Thousands of lives are at stake if a war is not avoided.
8. He was convicted of conspiracy to defraud the government.
9. Polluted water sources are a hazard to wild life.
10. The auto industry has many allies in Congress.

5) Match the words which are close in their meaning:

barely	cooperative
helpful	elusive
shrink	cheat
evasive	hardly
defraud	diminish

6) Match the words which are opposite in their meaning:

ally	play down
magnify	expand
evasive	profusely
barely	forthright
shrink	antagonist

7) Complete the following sentences (*survival; a lawsuit; fuels; hits; crises; charged*):

1. Get to know the journalists in your area before a crisis _____.
2. "No comment" _____ hostility.
3. He files _____.
4. Economic _____ is at stake.
5. These situations constitute major _____.
6. Sears is _____ by consumer agencies.

8) Insert prepositions where necessary (*in; on; to; with; at; across*):

to get one's case _____	to keep _____ mind
to be familiar _____	to tamper _____
to be _____ jeopardy	to reach _____
to be _____ stake	a drop _____
to depend _____	to affect _____
to manage _____	to lead _____

9) Explain the grammatical structure of the sentence:

Johnson & Johnson **saw the** brand's market **share shrink** from 37 percent to barely 6 percent.

Make up two sentences of your own with the same structure.

10) Make up ten questions to the text.**11) Can you explain the following:**

1. "No comment" fuels hostility.
2. During such times of crisis, the media can be adversaries or allies.

12) Agree or disagree:

A good working relationship with the media is severely tested in times of crisis.

13) Develop in writing the following statement. Use about 120 words.

Communication during a crisis requires cooperating with the media and promptly providing honest, factual information even if it is unflattering.

14) Render the following item in English:

Иногда внезапно происходят инциденты, которые никто не мог предусмотреть. Примером может служить случай с «Тайленолом», происшедший в США в 1982 г., когда кто-то добавил цианистый калий в это популярное средство от головной боли, что послужило причиной смерти нескольких человек. К недавним потрясениям относится возврат из торговли консервированного детского питания из-за преступного нарушения технологии. Другие примеры можно привести из области фармацевтической промышленности, где лекарства часто имеют опасные неожиданные побочные эффекты.

Большая часть нашей работы в качестве специалистов по паб-лик рилейшнз предсказуема и может заранее планироваться соответствующим образом. Связи с общественностью в кризисной ситуации — явление довольно редкое, и большинство из нас с такими ситуациями вообще не встретятся никогда, но, если вы работаете в потенциально опасной области, где это может случиться, вам необходимо иметь план на случай такой опасности.

Приоритеты, которые следует включить в кризисный план, будут зависеть от вашей уязвимости, но все компании должны уделить внимание этому вопросу, застраховав себя от крупных неприятностей в будущем.

Text B

The key to successful dealings with the media during a crisis is to become a credible source of information. The following can be suggested:

- Appoint a spokesperson whom the media can trust and who has authority to speak for the company. It also is a good idea to designate one central spokesperson so that the organization speaks with one voice.
- Set up a central media information center where reporters can obtain updated information and work on stories. You should provide telephone lines, modular jacks so that reporters using computers can reach their offices, and facsimile machines. Provide food and transportation if necessary.

- Provide a constant flow of information, even if situation is unchanged or negative. A company builds credibility by addressing bad news quickly, when information is withheld, the cover-up becomes the story.

- Be accessible by providing after-hours numbers or carrying a cellular phone with you at all times.

- Keep a log of media calls, and return calls as promptly as possible. A log can help you track issues being raised by reporters and give you a record of which media showed the most interest in your story.

- Be honest. Don't exaggerate, and don't obscure facts. If you're not sure of something or don't have the answer to a question, say so. If you are not at liberty to provide information, explain why.

These guidelines reflect plain common sense, but when a crisis hits, it is surprising how many organizations go into a defensive mode and try to stonewall the media. Dow-Corning, for example, got considerable negative coverage by treating the media as an enemy.

Corporate spokespeople accused the media of reporting only the "sensationalistic, anecdotal side of the breast implant story, which has unnecessarily frightened women across the country". At a news conference, the head of Dow's healthcare business continued the attack by telling the assembled reporters that they took "memos out of context and distorted reality". It would be an understatement to say that this is a poor way to get the press on your side.

Jack-In-The-Box also violated the tenets of crisis communications in the first days of the reported food poisonings. The company initially said "no comment" and then waited three days to hold a news conference, at which the company president tried to shift the blame to the meatpacking company.

There are two principles: accept responsibility and take action. Even if you are not directly at fault the organization should take responsibility for its product and the public safety.

Johnson & Johnson did this with Tylenol, but Dow-Corning chose to defend its product even after evidence had mounted that the company knew the product had a history of causing medical problems. Experts also say that Jack-In-The-Box fumbled early on by not showing concern for the poisoned customers. The company would have won more public goodwill and favorable press coverage by more quickly offering to pay all medical bills, which it eventually did.

Two considerations can be emphasized in the crisis management plan:

- Demonstrate your commitment to good corporate citizenship by taking prompt and decisive actions to control problems in your operations.

- Communicate swiftly, constantly, and consistently to all appropriate audiences in clear, straightforward, nontechnical language.

❑ **Vocabulary:**

after hours (adj.) — после рабочего дня

be at fault — быть виновным

be at liberty to do smth. — иметь возможность (право) сделать ч.-л.

common sense — здравый смысл

cover-up — попытка скрыть ч.-л.

credible — надежный

designate — назначить

exaggerate — преувеличивать

eventually — в конце концов

evidence — доказательство

flow of information — поток информации

fumble on — портить дело

go into a defensive mode — занять оборонительную позицию

have authority — иметь полномочия

hold a news conference — провести пресс-конференцию

initially — первоначально

log — журнал записей

memos — зд. замечания

modular jacks — блоки подключения

mount — возрастать, повышаться

obscure — скрывать

obtain — получить, добыть, приобрести

set up — создать, организовать

shift the blame to smb. — переложить вину на к.-л.

show concern — проявить озабоченность

stonewall — отмачиваться

straightforward — откровенный, прямой

tenet — принцип, доктрина

understatement — преуменьшение

updated — обновленный, самый новый

win smb.'s goodwill — добиться ч.-л. расположения

withhold information — придерживать информацию

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

оплатить счета; подчеркивать; искажать действительность; привлечь прессу на свою сторону; освещение в прессе; пищевое отравление; клиенты; выступать от имени компании; вопросы, поднимаемые журналистами; обычный здравый смысл; обращаться с К.-Л. как с врагом.

2) Find the words in the text which describe or mean the following:

1. an attempt to prevent the public from discovering the truth about smth. —
2. an official written record of smth. —
3. to choose smb. or smth. for a particular job purpose —
4. to refuse to give facts, evidence etc. —
5. a statement that is not strong enough to express how good, bad, impressive etc. smth. really is —
6. after a long time, especially after a long delay or a lot of problems —
7. to be responsible for smth. bad that has happened —
8. to have the right or permission to do smth. —

3) Translate the following word-combinations into Russian. Use them in sentences of your own:

credible	information
to obtain	
updated	
to withhold	
flow of	

4) Translate the following sentences into Russian:

1. The report confirms that he withheld important evidence.
2. To say I was surprised would be an understatement.
3. Eventually, the sky cleared up and we went to the beach.
4. The accident report found both drivers at fault.
5. We are not at liberty to discuss it.

5) Match the words which are close in their meaning:

evidence	conceal
eventually	honest
accessible	proof

obscure	after all
atraight forward	available

6) Match the words having the opposite meaning:

favorable	fraudulent
obscure	insignificant
honest	doubtful
considerable	expose
sure	derogatory

7) Complete the following sentences (*common sense; goodwill; promptly; tenets; coverage; to designate*):

1. It is a good idea _____ one central spokesperson.
2. Return calls as _____ as possible.
3. These guidelines reflect plain _____.
4. Jack-In-The-Box violated the _____ of crisis communication.
5. The company would have won more public _____ and favorable press _____.

8) Insert prepositions (*to; for; on; at*):

- to demonstrate commitment _____ smth.
 to get the press _____ one's side
 to be _____ fault
 to show concern _____ smb.
 the key _____ smth.
 to speak _____ the company
 to be _____ liberty to do smth.

9) Explain the grammatical structure of the following sentence:

The company **would have won** more public goodwill and favorable press coverage.

Make up your own sentences with the same structure.

10) Answer the following questions:

1. What is the key to successful dealings with the media during a crisis?

2. What authority should an appointed spokesperson have?
3. Why should a central media information center be set up?
4. Why should a constant flow of information be provided?
5. How can you be accessible at (in) afterhours time?
6. What sort of log must be kept?
7. Do organizations always follow these guidelines?
8. What happened during Dow Corning's crisis?
9. How did Jack-In-The-Box violate the rules of crisis communication?
10. In what way must an organization communicate to all appropriate audiences during a crisis?

11) Can you explain the following:

1. When a crisis hits, it is surprising how many organizations go into a defensive mode and try to stonewall the media.
2. When information is withheld, the cover-up becomes the story.

12) Sum up the main idea of the text. Write down only one sentence.

13) Render the following in English:

Связи с общественностью в кризисных ситуациях

Иногда возникают катастрофические ситуации, требующие немедленных и эффективных действий, подобных применению пожарной машины или спасательной шлюпки при сигнале SOS. Этот тип деятельности публик рилейшнз называется «экстремальные связи с общественностью» или «кризисное управление». Такие ситуации могут возникнуть в результате катастроф, подобных случившейся в Чернобыле. Другие проблемы могут возникнуть вследствие насильственного поглощения компании или финансового краха.

Успешное кризисное управление зависит от трех ключевых элементов:

1. Согласованная политика компании по управлению в экстремальной ситуации.
2. Проверенные средства связи, приспособления и оборудование.
3. Ключевой персонал, прошедший подготовку, необходимую для принятия немедленных мер в случае серьезной аварии;

его представители будут выступать от имени компании на пресс-конференциях, телевидении или говорить по телефону.

Политика компании

Без полной оценки высшим руководством важности кризисного плана крайне сложно, если вообще возможно, составить всестороннюю программу по паблик рилейшнз и подготовить персонал, способный осуществить ее.

Средства связи

Начать следует с подготовки ключевого персонала в вашей собственной компании. В этот курс подготовки должны входить занятия по ведению телефонных переговоров, выступлениям на радио, практические занятия по участию в телевизионных интервью. Подготовленному таким образом персоналу потребуются надежные средства связи: телефон, телекс и т.д. Обычные средства связи в кризисной ситуации могут оказаться бесполезными.

Ключевой персонал

Катастрофы могут происходить в любое время суток, поэтому ключевой персонал должен находиться в готовности все 24 часа в сутки. Это значит, что должно быть несколько групп, дежурящих по графику.

Действия в экстремальной ситуации

В кризисной ситуации важными факторами являются: немедленная реакция, обеспечение средств массовой информации точными сведениями, наличие всей технической информации, любые возможные действия в интересах пострадавших и их родственников.

UNIT 6

TIPS AND BACKGROUND MATERIALS

Text A

To do their job, reporters and editors need a continual supply of news tips and background materials. Your role in public relations is to come up with ideas and sell them. On another level, background information so that reporters understand a subject you're responsible for providing well enough to write intelligently about it.

Pitch Letters

Publicists write a lot of pitch letters, and most of them are not particularly creative. The vast majority in fact, are rather dull and uninspired. Editors and reporters are busy people receiving stacks of mail every day, so it is important to write letters that will get their attention.

First, a pitch letter is at most one or two single-spaced pages. Many publicists draw the line at one page.

Second, a pitch letter should have an enticing lead.

Third, a pitch letter should get to the point as soon as possible.

A pitch letter should have the following six elements:

1. Enough facts to support a full story.
2. An angle of interest to the readers of that specific publication.
3. The possibility of alternative angles.
4. An offer to supply or help secure all needed statistics, quotes, interviews with credible resources, arrangements for photos, and so on.
5. An indication of authority or credibility.
6. An offer to call the editor soon to get a decision.

Inherent in all this advice is doing your homework. To write a good pitch letter, you also have to be familiar with the medium, know the subjects of its features, and how they are covered.

☐ **Vocabulary:**

background materials — вспомогательный, дополнительный материал

creative — творческий

draw the line — ограничить, поставить предел

dull — скучный
enticing — заманчивый, увлекательный
inherent in smth. — неотъемлемый от ч.-л.
lead — начало (n.)
at most — максимум, не больше
particularly — особенно
a pitch letter — рекламно-информационное письмо
a publicist — человек, работающий в сфере публичных отношений
single-spaced — напечатанный через один интервал
stacks of mail — горы почты
statistics — цифры, статистические данные
tip — совет
uninspired — банальный
vast majority — подавляющее большинство

Exercises

1) Find the words in the text which describe or mean the following:

1. not showing any imagination —
2. a helpful piece of advice —
3. to set a limit on what you are willing to do —
4. very pleasant or interesting so that you feel strongly attracted —
5. not interesting or exciting —

2) Make sentences as in the example:

Reporters and editors/a continuous supply of news tips:

Reporters and editors need a continuous supply of news tips.

1. Many publicists/the line at one page.
2. It's important to write letters/their attention.
3. You role/with ideas and sell them.
4. Publicists/a lot of pitch letters.
5. Most of them/creative.

3) Match the words which are close in their meaning:

credible	integral
enticing	incessant
inherent	imaginative

creative	attractive
continual	reliable

4) Match the words which have the opposite meaning:

specific	unaware
creative	inconceivable
familiar	incomplete
credible	general
full	uninspired

5) Insert prepositions (*at; with; in*):

to draw a line _____ smth.

to be inherent _____ smth.

to be familiar _____ smth.

to come up _____ smth.

_____ fact

_____ most

Write down your own sentences with these expressions.

6) Can you explain the following:

To do their job, reporters and editors need a continuous supply of news tips and background materials.

7) Speak on one of the six elements which a pitch letter should have and which you find the most important.

When expressing your opinion, use the following:

In my opinion

From my point of view

Personally, I think that

It would seem to me that

As I see it

Frankly, I think

I reckon

8) Here is a sample of a pitch letter. Writing pitch letters is a fine art and an important key to media coverage. Notice that the lead paragraph immediately

gets the reader's interest. Translate the letter into Russian. Try to make it as enticing in Russian as it is English:

September 28, 1990
Ms. Sue Cross
THE ASSOCIATED PRESS
230 N. Michigan Avenue
Chicago, IL 60601

Dear Ms. Cross:

It may have taken the president to give Kennebunkport, Maine, a place on the map, but a 10-year-old boy is literally putting the small hamlet of Parrott, VA., "on the map".

Young Chris Muncy from Mishawaka, Inc., wrote a letter to Randy McNally last year asking that Parrott, home of his grandparents and great-grandmother, be added to the company's top-selling Rand McNally Road Atlas. Muncy often traveled to Parrott (population 800) to visit his grandparents and found planning the route difficult without the small town on the map.

Now, thanks to Chris Muncy's letter, on October 2, Parrott, VA., takes its place on the map in the 1991 Rand McNally Road Atlas. It marks the 67th edition of the nation's best-selling annual paperback.

The new Rand McNally Road Atlas, updated annually, includes thousands of changes from the 1990 edition. These include additions of towns, highways, state parks, rest areas and other points of interest that are vital to the traveler.

The attached news release provides more information on the 1991 Road Atlas from Dr. Michael Dobson, the man who "puts towns on the map" for Rand McNally and leads the company's year-round effort to keep American motorists from getting lost.

I'll call you soon to determine your interest in pursuing this story. Should you require additional information, please contact me or Jim Heininger at 312/266-4550. We would be happy to arrange an interview for you with Dr. Dobson or Chris Muncy to further discuss making it "on the map".

Sincerely,
Jeff Beckman
Account Executive

❑ Notes:

Kennebunkport — Кеннебанкпорт. Город на юго-западе штата Мэн на берегу Атлантического океана, модный летний курорт. Дом экс-президента Дж. Буша.

Rand McNally Atlas — атлас «Рэнд Макнэлли». Географический атлас производства компании «Рэнд Макнэлли энд Ко», специализирующейся на картографических изданиях и выпускающей разнообразные атласы и отдельные географические карты. Эта издательская марка — знак высокой надежности картографических сведений.

VA. = Virginia — Вирджиния. Официальное сокращенное название штата.

Text B

Media Advisories

They tell reporters and editors about upcoming events and story opportunities in a brief listing of journalism's five W's and one H — who, what, when, where, why and how.

The format uses short items instead of long paragraphs. A typical one-page advisory might contain the following elements: a one-line head-line, a brief paragraph outlining the story idea, the five W's and one H, short paragraph with additional background information.

It's also important to indicate how the reporter or editor can get more information or make arrangements to cover the event. A contact and telephone number should be part of the letterhead.

Fact Sheets

A fact sheet summarizes the basic facts about an event, an organization, a product, or a service. It is a resource document to help reporters check basic facts and convey accurate information.

Organizational fact sheets should explain the organization — its nature and objective, main business activity, size, revenues, products, and key executives.

Event fact sheets may include basic information about an upcoming event in terms of time, place, and special guests. A fact sheet on a community festival may mention the purpose of the event, participating organizations and sponsors, estimated size of the event, location, time of day, and when the event was first held.

Fact sheets are often included in press kits.

□ Vocabulary:

adjacent to smth. — примыкающий к ч.-л.

in attendance — в присутствии

band — оркестр

benefactor — благотворительность

celebrity — известная личность

check — проверить

convey — передать

cover an event — осветить события

dedication — посвящение

estimated — предполагаемый

fact sheet — краткая информация о событии, подборка данных, объективка

head-line — заголовок

honor — почетный

indicate — указать

key executives — руководство

letterhead — «шапка» (на фирменном бланке), печатный фирменный бланк

located — расположенный

location — расположение

media advisory — рассылаемая информация, носящая рекомендательный характер

offer a host of opportunities — предоставить множество возможностей

outline — набросать в общих чертах

plaque — мемориальная доска

resource document — информационные материалы

revenues — доходы

in terms of smth. — в смысле, с точки зрения ч.-л.

unveiling — торжественное открытие

upcoming — предстоящий

Exercises

1) Find the English equivalents in the text. Use these expressions in sentences of your own:

краткий перечень; цель организации; включать в себя основную информацию; суммировать; упоминать о ч.-л.; событие

состоялось впервые; организации и спонсоры, принимающие участие; длинные абзацы; дополнительная вспомогательная информация.

2) Find the words in the text which describe or mean the following:

1. a page of information about a person or event used as a handout to assist media personnel —
2. a meal eaten in the late morning, as a combination of breakfast and lunch —
3. smb. who gives money for a good purpose —
4. happening soon —
5. to describe smth. in a general way, giving the main points but not the details —

3) Match the words. Use them in the sentences of your own:

basic	events
participating	listing
brief	facts
upcoming	guests
special	organizations

4) Translate the followings sentences into Russian:

1. The museum received \$5 million from an unnamed benefactor.
2. All this information can be conveyed in a simple diagram.
3. The President outline his peace plan for the Middle East.
4. The fire started in the building adjacent to the library.
5. They had a private wedding with only a few close friends in attendance.

5) Match the words which are close in their meaning:

important	short
opportunity	protracted
long	income
brief	chance
revenue	relevant

6) Complete the following sentences (*convey; include; paragraphs; check; items; in terms of; upcoming*):

1. Event fact sheets may _____ basic information about an _____ event _____ time, place, and special guests.
2. The format uses short _____ instead of long _____.
3. It is a resource document to help reporters _____ basic facts and _____ accurate information.

7) Insert prepositions where necessary (*in; of*):

instead _____ smth.
mention _____ smth.
included _____ smth.
purpose _____ smth.
_____ terms _____ smth.

8) Answer the following questions:

1. What do media advisories tell reporters and editors about?
2. What are journalism's five W's and one H?
3. What sort of items are used?
4. What might a typical one-page advisory contain?
5. Should a contact and telephone number be part of the letter or the letterhead?

9) Write down the questions for these answers:

1. A fact sheet summarizes the basic facts about an event, an organization, a product, or a service.
2. Organizational fact sheets should explain the organization.
3. Fact sheets are often included in press kits.

10) Analyse the sample of a media advisory, describe all its parts. Is it made out along the guidelines given in sector "Media Advisories"?

This media advisory tells reporters what they need to know about an event so they can plan their daily assignments.

ARMANASCO

PUBLIC RELATIONS INC.

MEDIA ADVISORY

EVENT: Monterey Sports Center Grand Opening
DATE: Saturday, May 30, 1992
TIME: Noon — 4:00 p. m.
PLACE: Monterey Sports Center & Jacks Park
Franklin Street, Downtown Monterey
CONTACT: Cindy Railing
408/372-2259

GRAND OPENING PHOTO AND INTERVIEW OPPORTUNITIES

The Monterey Sports Center grand opening will offer a host of opportunities for the media, both for interviews and photographs. Following is a schedule that you may find helpful in covering this event. Full press kits and media assistance will be available at the event at Information Center, located adjacent to stage in Jacks Park.

SCHEDULE OF ACTIVITIES

10:00—11:30 a. m.	Brunch to Honor Benefactors and Welcome Celebrities (Tent located in Sport Center parking area)
Noon—1:00 p. m.	Roger Eddy Band (Sport Center Stage)
1:00 —1:50 p. m.	Original Substitutes (Jacks Park Stage)
1:50—2:00 p. m.	7 th Infantry Band & Parade of Stars (Franklin Street)
2:00—2:30 p. m.	Dedication Ceremonies (Sport Center Stage)
3:00 p. m.	Unveiling of City Council Plaque (Sports Center Entrance)
2:45—4:15 p. m.	Joe Sharino Band (Jacks Park Stage)

CELEBRITIES IN ATTENDANCE

Mark Spitz/John Naber (Former Olympic champions)
Matt Biondi/Scott Jaffe Rouse ('92 U.S. Olympic Swim Team)
Karen Moe Thornton (Former Olympian)
Bob Hughes/Pat Lovell (Former Olympians)
Lee Allen (Former Olympian)
Sherman White/Raymond Chester (Football)
Ron Johnson/Anthony Toney (Football)

☐ Notes:

Monterey — Монтерей. Город на западе штата Калифорния.

Text C

Position Papers

A position paper is a statement of the organization's stand on some public issue. An example might be the position of public utility on nuclear power. Such a paper is an official document and is often prepared at the request of top management. However, an alert public relations person who keeps aware of public issues will suggest the preparation of a position paper when the need first arises. In either case, the paper must be approved by the head of the organization.

The first item in a position paper is an explanation of the issue. This must be presented clearly and honestly. It should be supported with enough background to let the reader understand exactly what is at issue.

The organization's position statement is next. It must be brief but complete, clearly written, and backed up with facts.

In many cases it is advisable to present and refute the position of the opposing side. Also, it may be a good idea to discuss alternative solutions and the reasons why they are not acceptable or workable.

Position papers may be distributed in response to media requests, they may be included in press kits, or they may be sent to all media that might want to know the organization's position.

Backgrounders

In contrast to the position paper, which states an organization's stand on a particular subject, the backgrounder is only a recap of information and doesn't necessarily lead to any conclusion.

It is a summary of pertinent facts about some subject. It must be accurate, complete, and objective.

Backgrounders don't have to be dull.

Press Kits

A press kit is a packet of materials that may include news releases, photographs, feature stories, fact sheets, position papers, backgrounders, and brief biographical sketches. In short, it is a collection of press materials assembled in a large envelope or folder.

Compiling and producing a press kit is time-consuming and expensive. Consequently, press kits should be distributed selectively and only to reporters who indicate an interest in receiving one.

Press kits often come under severe media criticism for a variety of sins. One common complaint is that press kits announcing a new product are basically sales brochures, of little use to reporters. Another criticism involves size. Reporters complain that thick press kits not only provide too much information but also are almost impossible to sort through and file.

Both public relations people and reporters express concern about the amount of paper used in press kits. It is difficult for a company to claim a commitment to the environment when its press kit is 1 inch thick.

In sum, keep press kits slim and cost-effective.

Don't overlook electronic press kits (EPKs) as a way of disseminating information to broadcast and cable outlets. EPKs are sent by satellite just like video news releases. Movie studios, in particular, are using satellite to promote new films by sending out EPKs that include film clips, and interviews with the stars, directors, and producers. Recording companies promote music videos in the same way.

□ **Vocabulary:**

alert — наблюдательный, внимательный, находящийся на чеку

approve — одобрять

backgrounder — информация, подтверждающая значимость материала

back up — поддерживать

come under criticism — подвергаться критике

commitment — обязательство

complaint — жалоба

involve — предполагать, подразумевать

keep aware of smth. — быть в курсе ч.-л.

lead to a conclusion — приводить к заключению

pertinent — относящийся к делу

point at issue — предмет рассмотрения

position paper — справка, документ о позиции организации в отношении к.-л. вопроса

present — представлять

resap — резюме

refute — опровергать, доказывать несостоятельность

at the request — по просьбе

sin — грех

smb.'s stand on smth. — чья-то позиция в отношении ч.-л.

time consuming — требующий затрат времени

utility — полезность, польза

Exercises

1) Find the English equivalents in the text:

руководители; количество бумаг; окружающая среда; спутник; режиссер; в любом случае; позиция организации по определенному вопросу; проглядеть ч.-л.; противоположная сторона; альтернативные решения.

2) Find the words in the text which describe or mean the following:

1. a detailed statement on a question at issue made by an individual or organization —
2. information that explains the significance of a news story —
3. to prove that a statement or idea is not correct or not fair —
4. relating to smth. that is being considered —
5. able to think quickly and clearly —
6. taking a long time to do —

3) Match the words. Use the combinations in sentences of your own:

position	solution
claim	outlets
broadcast	kits
alternative	paper
press	a commitment

4) Translate the following sentences into Russian:

1. Several scientists have attempted to refute his theories.
2. The information is not pertinent to this study.
3. The medicine can make it difficult to remain alert.
4. At issue are the moral questions raised by cloning.
5. Our company has a commitment to equal pay and opportunities.

5) Match the words which are close in their meaning:

dull	admissible
brief	recommended
alert	boring
advisable	perceptive
acceptable	laconic

6) Match the words which are opposite in their meaning:

workable	irrelevant
severe	uncomplicated
pertinent	unconscious
difficult	easygoing
aware	impractical

7) Complete the following sentences (*stand; press kits; requests; concern; distributed*):

- Both public relations people and reporters express _____ about the amount of paper used in _____.
- A position paper is a statement of the organization's _____ on some public issue.
- Position papers may be _____ in response to media _____.

8) Insert the prepositions (*to; under; up; in; with*):

- to be backed _____ smth.
 _____ response _____ smth.
 to be included _____
 _____ contrast _____ smth.
 smb.'s stand _____ smth.
 to lead _____ smth.
 to come _____ criticism
 a commitment _____ smth.

9) Write down the questions for these answers:

- A position paper is a statement of the organization's stand on some public issue.
- The first item in a position paper is an explanation of the issue.
- Position papers may be distributed in response to media requests.
- It must be accurate, complete, and objective.
- Backgrounders don't have to be dull.

10) Can you explain the following:

- It is difficult for a company to claim a commitment to the environment when its press kit is one inch thick.

2. An alert public relations person who keeps aware of public issues will suggest the preparation of a position paper when the need first arises.

11) Sum up what the text say about:

1. pitch letter
2. media advisories and fact sheets
3. press kits

Only three sentences should be written.

UNIT 7

MEETING THE PRESS

Text A

Press interviews, news conferences, media tours, and other kinds of gatherings provide excellent opportunities to communicate your message to a variety of audiences. They are more personal than just sending written materials and allow reporters to get direct answers from news sources.

Company executives prone to stage-fright may view direct one-to-one contact with the media as a nightmare. They fear that they will say something stupid, be misquoted, or be “ambushed” by an aggressive reporter who will slant the interview to imply that the organization is guilty of some wrongdoing.

Nevertheless, media interviews help the organization accomplish the objectives of increasing visibility, consumer awareness, and sales of services or products. The key is preparation.

Individual Interviews

Most press interviews are set up in advance. They can be initiated by you as the public relations representative, or they can be requested by a reporter who is looking for credible experts to fill out a story.

If a reporter calls requesting an interview, you should interview the reporter before the reporter interviews you. Some common questions are “What’s the nature of your story?”, “Why did you call me?”, “What are you looking for from me?”

By doing this kind of questioning, you can decide if you are qualified to answer the questions or whether someone else in the organization would be a better source. You may also decide that the context of the story is not appropriate for your organization and decline to be interviewed. For example, the reporter may ask you to comment on some topic that has nothing to do with your organization.

One danger in a telephone interview is that you're caught off guard and don't have time to formulate your thoughts. But before you know it, you and the reporter are chatting away like old friends about a number of topics. This is fine, but do remember that name and a quote will probably appear in the article or as a sound bite on a newscast. It may be accurate, or it may be completely out of context.

A better approach for a major interview, whether initiated by you or by the reporter, is to schedule it in advance. If you know the purpose of the story, this will help you prepare yourself or other spokespersons for the session.

There are some tips:

1. *Define your key points.* Know the three most important points you want to get across to the interviewer.

2. *Anticipate difficult questions.* Make a list of questions that might be asked — and be prepared for them.

3. *Rehearse.* It is normal to feel uncomfortable when you're in the "hot seat" when reporters start questioning you. Practice making your key points and answering difficult questions. If you're preparing an executive for the interview, you role — play as the reporter.

4. *Follow up.* After the interview, provide any material promised to the reporter. Respect a reporter's deadlines. Getting back to a reporter in several days often isn't good enough.

Another common suggestion is to provide reporters with company background materials in advance or at the time of the interview. This will help them get facts and names correct. Body language is also important: be confident and relaxed, always look a reporter in the eye and never look away, keep your hands open, smile, and lean forward when you're talking.

❑ **Vocabulary:**

ambush — заманить в ловушку

accomplish the objective — достичь цели

in advance — заранее

anticipate — ожидать, предвидеть

appropriate — подходящий

be in the hot seat (col.) — быть как на иголках

body language — язык жестов
catch smb. off guard — застигнуть к.-л. врасплох
chat away — болтать
consumer awareness — потребительская осведомленность
decline — отвергнуть, отказаться
follow up — довести до конца
get across to smb. — донести до к.-л.
imply — намекать, предполагать
newscast — последние известия (по радио или телевидению)
nightmare — кошмар
prone to smth. — склонный к ч.-л.
rehearse — репетировать
slant — передергивать факты; необъективно представлять информацию
stage-fright — страх перед публикой
view — рассматривать
visibility — обзор, видимость

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

быть компетентным; сформулировать мысль; цель ч.-л.; знающие специалисты; обычные вопросы; предоставить прекрасные возможности; служащие компании; источник (информации); прокомментировать ч.-л.; не иметь ничего общего с ч.-л.

2) Find the words in the text which describe or mean the following:

1. changes in your body position and movements that show what you are feeling or thinking —
2. likely to do smth. —
3. nervousness felt by smb. who is going to perform in front of a lot of people —
4. to provide facts or information in a way that unfairly supports one opinion, one side of an argument etc. —
5. to surprise smb. by doing or saying smth. that they are not ready to deal with —
6. a news program on television —
7. to suggest that smth. is true without saying or showing it directly —

3) Match the words. Use the expressions in sentences of your own:

body	conference
sound	language
background	points
news	bite
key	materials

4) Translate the following sentences into Russian:

1. She is prone to say exactly what she thinks.
2. It was a nightmare driving home in the snow.
3. The report was heavily slanted toward the city council's version of events.
4. The sudden snowstorm caught weather forecasters off guard.
5. The movie is appropriate for children over 12.
6. Sales are better than anticipated.
7. It was difficult to get his idea across to the committee.
8. The salesmen implied that the cars were safe.
9. He declined their invitation to take part in the conference.
10. If it is viewed from an environmental perspective, the factory's closing is a good thing.

5) Match the words which are close in their meaning:

aggressive	competent
personal	ordinary
common	individual
qualified	explicate
comment	hostile

6) Match the words having the opposite meaning:

personal	oral
qualified	friendly
major	unskilled
aggressive	insignificant
written	public

7) Complete the following sentence (*prone; appropriate; major; schedule; decline; initiated; view; nightmare*):

1. A better approach for a _____ interview, whether _____ by you or by the reporter, is to _____ it in advance.
2. You may also decide that the context of the story is not _____ for your organization and _____ to be interviewed.
3. Company executives _____ to stage-fright may _____ direct one-to-one contact with the media as a _____.

8) Insert the prepositions (*for; on; with; in; forward; up; away; by; out*).
Translate the sentences into Russian:

1. Most press interviews are set _____ advance.
2. They can be requested _____ a reporter who is looking _____ credible experts to fill _____ a story.
3. The reporter may ask you to comment _____ some topic that has nothing to do _____ your organization.
4. Be confident and relaxed, always look a reporter _____ the eye and never look _____, and lean _____ when you're talking.

9) Write these words with correct negative prefixes (*un, in, im*). **Translate the pairs of adjectives into Russian:**

qualified; personal; written; direct; appropriate; credible; common;
accurate; important; confident.

10) Translate in writing four paragraphs describing the tips which would help you prepare for an interview.

11) Answer the following questions:

1. Why are press interviews, news conferences etc., so important to public relations people?
2. Why may company executives sometimes view direct one-to-one contact with the media as a nightmare?
3. What is the key to a successful interview?
4. Who can initiate a press interview?
5. What questions should be asked before a reporter interviews you?
6. What can be achieved by doing this kind of questioning?
7. What are dangers of a telephone interview?

8. What should reporters be provided: with in advance or at the time of the interview?

12) Can you explain the following:

1. Respect a reporter's deadlines.
2. The key is preparation.

13) Agree or disagree:

1. Body language is also important.
2. If a reporter calls requesting an interview, you should interview the reporter before the reporter interviews you.

14) Write down the main stages of the preparation for an individual interview.

Text B

News Conferences

A news conference is a setting where many reporters ask questions. It is called by an organization when there is important and significant news to announce, news that would attract major media and public interest.

Here is a list of instance that are appropriate for news conferences:

- An announcement of considerable importance to a large number of people in the community is to be made.
- A matter of public concern needs to be explained.
- Reporters have requested access to a key individual, and it is important to give all media equal access to the person.
- A new product or an invention of the public interest is to be unveiled, demonstrated, and explained to the media.
- A person of importance is coming to town, and there are many media requests for interviews.
- A complex issue or situation is to be announced, and the media need access to someone who can answer their questions.

The two major reasons for having a news conference are to give all media an opportunity to hear the announcement at the same time and to provide a setting where reporters can ask follow-up questions. Many announcements, particularly ones involving research breakthroughs, major corporate decisions, and crises, raise numerous questions as reporters seek information on all aspects of all issue or event.

Your role as a public relations professional is to determine when and if a news conference is needed. All too often, executives in an organization want

to call a news conference just to stir up publicity and make routine announcements that can just as easily be handled with a news release. Not only is this an expensive proposition, but it also alienates the media, who have better things to do than attend news conferences where there is no news.

□ **Vocabulary:**

access — доступ

alienate — отдалять, отчуждать

announce news — сообщать новую информацию

attract interest — привлечь внимание

breakthrough — успех, достижение

call a news conference — созвать пресс-конференцию

follow-up (adj.) — дополнительный, последующий

instance — случай

raise a question — поднять вопрос

setting — обстановка

stir up — пробудить, вызвать

Exercises

1) Find the English equivalents in the text:

получить доступ; значительная личность; сложная проблема; предоставить возможность; одновременно; главная причина; коллективные решения; определить ч.-л.; обнародовать; слишком часто.

2) Translate the following word-combinations into Russian. Make up your own sentences with them:

1. to stir smth.
(not) to stir a finger
to stir up an interest in smth.
to stir up a quarrel
to stir up rebellion
to stir memories
to stir emotions
2. to seek publicity
to seek smb.'s advice
to seek smb.'s help

to seek one's fortune
to seek a quarrel

3) Find the words in the text which describe or mean the following:

1. an important new discovery in smth. you are studying, especially one made after trying for a long time —
2. to deliberately try to cause arguments or problems —
3. to do smth. that makes smb. unfriendly or unwilling to support you —
4. done in order to find out more or do more about smth. —
5. to try to achieve or get smth. —

4) Match the words. Use them in sentences of your own:

corporate	breakthrough
research	interest
news	questions
public	release
follow-up	decisions

5) Translate the following sentences into Russian:

1. Walkways allow easy access to the beach.
2. Scientists have made an important breakthrough in the treatment of heart disease.
3. His speech really stirred up the crowd.
4. In this instance, I have decided there is not enough evidence to bring the case to court.
5. He is doing a follow-up study to his research on children raised in single-parent families.

6) Match the words which are close in their meaning:

provide	multitudinous
equal	specifically
numerous	main
key	supply
particularly	fair

7) Match the words having the opposite meaning:

expensive	insignificant
equal	endear
key	biased
alienate	deprive
provide	low-priced

8) Insert prepositions where necessary (*for; on; with*):

to call _____ a news conference
a reason _____ a news conference
to provide _____ a setting
to be appropriate _____ a news conference
to be handled _____ a news release
_____ all aspects
a request _____ an interview

9) Write down 6 questions to the text beginning with:

who; what; how; when; where; why.

10) Write down one sentence summarizing the text.

11) Render the following item in English:

Пресс-конференции являются весьма эффективным методом передачи прессе информации, если пользоваться им разумно. Однако некоторые организации никогда не упускают случая провести прием или пресс-конференцию для представителей прессы. Это может быть вызвано тем, что либо директор организации вообразил себя выдающимся оратором, либо настойчивость проявляют его консультанты по связям с общественностью, демонстрируя свою активность от имени клиентов.

Если есть возможность распространить какую-нибудь информацию через пресс-релиз, не стоит созывать ради этого пресс-конференцию. Обычно пресс-конференция проводится только тогда, когда возникает необходимость в демонстрации каких-то образцов или других предметов или когда речь идет о важной теме, по которой у присутствующих журналистов могут возникнуть вопросы. Пресс-конференции также дают прекрасную возможность для передачи закулисной информации «без записи», появление которой в печати было бы нежелательным.

Не забывайте, как это иногда случается, предупреждать прессу о том, что эта информация является неофициальной.

Text C

Scheduling a News Conference

The conference should be scheduled at a time that is convenient for the reporters — that is, with an eye on the deadlines of the media represented. In general, mornings or early afternoons are best for both print and broadcast media. This allows sufficient time for reporters to get stories in the next morning's daily or on the 6 p. m. news. If the primary audience is the trade press — reporters representing publications in a particular industry — late afternoon news conferences may be more convenient.

You should avoid Saturdays and Sundays, as well as major holidays. Most media operate with skeleton staffs on these days and hence don't have the personnel to cover news conferences.

Another consideration which often can't be planned for, is to schedule the news conference on a day when there aren't a lot of conflicting news events. It's always wise to avoid election days, for example.

Selecting a Location

A location for a news conference must meet several criteria. First, it must be convenient for the media invited and relatively close to their places of work. Second, the room selected must have the necessary facilities to accommodate both print and broadcast media.

Organizations often use hotels and conference centers for news conferences, as well as the corporate headquarters. It is important for the room to have plenty of electrical outlets, particularly for radio and television news. Television people may prefer a room on a ground floor near an entrance so that they can park a mobile communications center outside the room. In some cases, they will want to run cables from the truck to the room for live broadcast.

You should make the room available one or two hours in advance so that radio and television crews can set up. Have a general seating plan to make sure that the equipment doesn't obstruct the view or hinder the work of the print reporters. An elevated platform for TV cameras in the back of the room is helpful.

Another consideration is to have several smaller rooms reserved nearby for print and broadcast reporters to conduct an exclusive interview with a company representative after the general news conference.

□ Vocabulary:

accommodate — разместить
broadcast media — средства вещательной информации
conflicting — противоречащий
electrical outlets — электрические розетки
elevated — приподнятый
equipment — оборудование
hinder — препятствовать, мешать
live broadcast — прямая передача, «прямой эфир»
location — место проведения
meet criteria — отвечать требованиям
necessary facilities — необходимые условия
obstruct the view — загромождать обзор
print media — средства периодической печати
primary audience — первичная аудитория
schedule — намечать сроки
set up — размещаться
skeleton staff — минимальный штат
trade press — специализированная (отраслевая) пресса

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

следовательно; день выборов; сравнительно; штаб-квартира; в конце комнаты; неподалеку; предпочитать; ежедневная газета; достаточно времени; избегать.

2) Find the words in the text which describe or mean the following:

1. only enough workers or services to keep an operation or organization running —
2. to provide enough space for a particular number of people or things —
3. to make it difficult for smb. to do smth. or for smth. to develop —
4. to plan that smth. will happen at a particular time —
5. a concert, sport events etc. that is seen or heard on television or radio at the same time as it is happening —

3) Translate the following word-combinations into Russian. Use them in sentences of your own:

1. to meet criteria
to meet requirements
to meet interests
to meet wishes
to meet commitments
to meet a bill
to meet expenses
2. to set up
to set up a monument
to set up a committee
to set up a company
to set up a home
to set up a record

Find some more expressions in the dictionary.

4) Match the words:

corporate	platform
elevated	outlets
print	day
electrical	headquarters
election	media

5) Translate the following sentences into Russian:

1. We have a rehearsal scheduled for four o'clock.
2. The high cost of the vaccine has severely hindered its use.
3. The hotel can only accommodate 200 people.
4. On the weekend, we only have a skeleton crew.
5. The college has excellent research facilities.

6) Match the words which are close in their meaning:

exclusive	accommodating
prefer	unique
mobile	indispensable
convenient	movable
necessary	fancy

7) Match the words having the opposite meaning:

helpful	unsuited
elevated	common
convenient	inessential
exclusive	lowered
necessary	worthless

8) Answer the following questions:

1. What is the best time for a news conference and why?
2. In which cases are late afternoons more convenient?
3. Why should Saturdays and Sundays be avoided?
4. What criteria should a location for a news conference meet?
5. What kind of room may television people prefer?
6. Why should the room be made available one or two hours in advance?
7. For what purpose may some smaller rooms be reserved nearby?
8. Who can give an exclusive interview?

9) Can you explain the following:

1. The conference should be scheduled at a time that is convenient for the reporters — that is, **with an eye on the deadlines** of the media represented.
2. It's always wise to avoid election days.
3. Most media operate with **skeleton staffs** on these days and hence don't have the personnel to cover news conferences.

10) Render the following item in English:

Если пресс-конференция представляет большой интерес, очень важно подобрать для всех органов печати день и время, которые бы устроили различных представителей прессы. Утренние газеты неохотно публикуют материалы, которые были напечатаны накануне вечерними газетами или о которых уже сообщалось в вечерних выпусках радио- и телевизионных новостей. Обычно пресс-конференции происходят от 11.00 до 11.30 или от 14.30 до 15.00. В утренние часы лучше проводить пресс-конференцию по технической тематике, чтобы дать время ежед-

невым изданиям подготовить полновесный репортаж, а краткие сообщения в вечерней прессе не вызовут у них беспокойства. Если только материал не предназначен для коммерческих и технических еженедельных изданий, то неразумно проводить пресс-конференцию позже 15 часов, так как в наше время утренние газеты выходят очень рано.

Также очень важен выбор подходящего дня. Иногда выбора нет, поскольку заявление должно быть сделано в определенный день. Тем не менее если есть выбор, необходимо позаботиться о том, чтобы избежать накладок и пресс-конференция не совпала с какими-нибудь другими важными событиями, которые могут отвлечь прессу и затмить сообщение о пресс-конференции в газетах. Было бы неразумно, например, проводить пресс-конференцию какой-нибудь фирме по производству автомобильных принадлежностей в тот же день, когда журналистов приглашают на автомобильную выставку. Пятницы, в частности, всегда являются неудачным днем для центральных газет.

Text D

Invitations

The invitation list should include all reporters who might be interested. It is better to invite too many than to omit some who may feel slighted. Invitations, which may take the form of letter, should be mailed or faxed seven to ten days in advance. The telephone can be used if the conference is being scheduled on short notice. In any case, the invitation should state the time and place, the subject to be discussed, and the names of the principal spokespeople who will attend.

Invitations should be marked "RSVP" so that you can make appropriate decisions regarding the size of the meeting room, the number of press kits or other materials, and any special equipment that will be needed. Reporters are notorious for not responding to RSVPs, so it is usually necessary to phone them several days before the event as a reminder and to get a tentative answer.

Handling the Conference

It is important that a news conference be well organized, short, and punctual. It is not a symposium or a seminar. A news conference should run no more than an hour, and the statements by spokespeople should be relatively brief, allowing reporters time to ask questions.

You should brief your employers or clients on what they are going to say, how they are going to say it, and what visual aids will be used to illustrate the announcement. Reporters should receive copies of the text for each speech and other key materials such as slides, charts, and background materials. These are often given to reporters in the form of a press kit. Short bios with the accurate names and titles of the participants can be added to the press kit, as can general news releases.

Coffee, fruit juice, and rolls can be served prior to the opening of a morning news conference. Avoid trying to serve a luncheon or cocktails to reporters attending a news conference. They have deadlines and other assignments, they don't have time to socialize.

After the Conference

At the conclusion of the news conference the spokespeople should remain in the room and be available for any reporters who need one-on-one interviews. This can be done in a quiet corner or in a room adjacent to the site.

As the public relations person, you should be readily accessible during the remainder of the day in case reporters need more information or think of other questions as they prepare their stories. You should know where the spokespeople are during the day and how they can be reached, just in case a reporter needs to check a quote or get another.

Another duty is to contact reporters who expressed interest but were ultimately unable to attend. You can offer to send them the printed materials from the news conference and, if you have recorded the news conference, offer excerpts of videotape or sound bites. Another possibility is to arrange a one-on-one interview with one of the spokespeople.

□ Vocabulary:

bio — биография

brief — инструктировать (v.)

chart — схема, таблица, диаграмма

notorious — печально известный, пользующийся дурной славой

omit — пропускать

one-on-one interview — личное интервью

prior to — перед, предварительно

reminder — напоминание

RSVP (abbr. of "repondez, s'il vous plait") — будьте любезны ответить

on short notice — быстро, без предварительного уведомления
 socialize — общаться
 tentative — предварительный
 ultimately — в конечном счете, в итоге
 visual aids — визуальные средства

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

избегать ч.-л.; задания; включать в себя; специальное оборудование; отвечать на ч.-л.; быть заинтересованным; чувствовать себя обиженным; отправить по почте или факсу; заблаговременно; сравнительно.

2) Match the words:

tentative	release
press	aids
news	materials
visual	kit
background	answer

3) Find the words in the text which describe or mean the following:

1. not to include smb. or smth., either deliberately or because you forget to do it —
2. to offend smb. by treating them rudely or without respect —
3. to spend time with other people in a friendly way —
4. to give smb. all the information about a situation that they will need —
5. known for smth. bad —

4) Match the words which are close in their meaning:

include	indefinite
notorious	mix
tentative	infamous
slighted	contain
socialize	offended

5) Match the words having the opposite meaning:

principal	miss
notorious	omit
attend	certain
include	renowned
tentative	auxiliary

6) Complete the following sentences (*brief; marked; invite; run; omit; notorious; slighted*):

1. It is better to _____ too many than to _____ some who may feel _____.
2. A new conference should _____ no more than an hour.
3. You should _____ your employers or clients on what they are going to say.
4. Reporters are _____ for not responding to RSVP.
5. Invitations should be _____ RSVP.

7) Insert prepositions if necessary (*to; on; for*):

- prior _____ smth.
to brief smb. _____ smth.
_____ short notice
to respond _____ smth.
to include _____ smth.
to be notorious _____ smth.

8) Explain the grammatical structure of the sentence:

It is important that a news conference **be** well **organized**.

Write down two sentences of your own with the same structure.

9) Answer the following questions:

1. Who should the invitation list include?
2. When should invitations be mailed or faxed?
3. When can the telephone be used?
4. What should the invitation state in any case?
5. What are reporters notorious for?
6. How long should a news conference run?
7. In what form are key materials given to reporters?
8. What can be added to the press kit?

10) Say what new facts and ideas you have learned from the text about news conference. You may start like this:

I didn't know that...

I knew... in general but...

The text mentioned... which was new to me...

11) Develop the following statements:

1. It is not a symposium or a seminar.

2. They have deadlines and other assignments, they don't have time to socialize.

12) Write down one sentence summarizing the text.

13) Translate the following text in written form:

News Conference by Satellite

The news conference of the 1990's is increasingly being done via satellite.

Johnson & Johnson set the standard in 1982 by calling a 30-city video news conference that attracted 500 journalists. The purpose was to announce the return of Tylenol with new tamperproof packaging after an unknown killer had put cyanide in eight of the old-style bottles.

In addition to statements from Johnson & Johnson's president and demonstrations of the new packaging, two-way audio was set up so that reporters in key cities could ask follow-up questions.

Sear used a satellite news conference to announce its plans to discontinue its famous mail order catalog and to close 113 of its stores. The news feed was used by 290 different stations.

Satellite news conferences are set up in much the same way that video news releases are sent to stations via satellite. Essentially, spokespeople give a news conference in a television studio, and the picture is up linked to a satellite that distributes the signal to dish antennae at newspapers and broadcast stations. Reporters can speak to the spokespeople via telephone.

14) Reader the following item in English:

Желательно перед пресс-конференцией провести брифинг, на котором следовало бы обсудить, что говорить прессе, и вопросы, которые могут задавать журналисты. Это в большей сте-

пени способствовало бы успешному проведению пресс-конференции, однако нет необходимости доводить все до крайностей. (Однажды у председательствующего на пресс-конференции в конце напечатанного текста выступления были написаны ответы на ряд наиболее вероятных вопросов, которые ему могли задать из аудитории. К сожалению, председатель прочел до конца свою речь и не остановился, пока не зачитал и все ответы!) Совершенно нет необходимости в заблаговременной подготовке вопросов. Если после исчерпывающего выступления с трибуны в результате возникает мало вопросов, это нужно рассматривать как показатель успеха, а не как повод для каких-либо размышлений.

Если конференция назначена на 11 часов, то начаться она должна не позднее чем через пять или десять минут, а выступления должны быть краткими, особенно если учесть, что будет немало вопросов. Часто по окончании мероприятия принято угощать журналистов напитками, а в некоторых случаях и ланчем в буфете. Если предполагается какое-нибудь угощение, об этом следует четко дать понять в приглашении.

Для срочного оповещения представителей печати о пресс-конференции можно лично известить редакторов отделов новостей по телефону или обратиться в информационные агентства с просьбой объявить место и время проведения пресс-конференции в материалах, рассылаемых в газеты по телетайпной связи.

Как правило, приглашение на пресс-конференцию высылается за неделю. В нем следует четко указать тему и по возможности имена основных докладчиков. Можно также сообщить некоторые подробности, которые могли бы убедить редактора в целесообразности освещения события, но, дабы не отпала необходимость в присутствии на конференции, не следует слишком раскрывать тему. Разумеется, необходимо четко указать место, дату и время проведения пресс-конференции.

Text E

Media Tours

An alternative to the news conference, which is held in one location, is the media tour. This involves multiple sites and a number of media outlets

throughout the region or the nation. There are three kinds of media tours, which range from interviews on talk shows to visiting editors at their place of work.

Local Talk Shows and Newspapers. In many cases, the spokesperson for an organization is on a media tour and is booked on local shows in a number of cities, the publicist will try to book local print media.

Business and Trade Press. The second kind of tour has a longer range in terms of results. An organization's officials make calls on publications that reach important audiences that can invest in the company or purchase the product or service. In this case, the news conference comes to the publication.

It would be very difficult to get representatives from national business and trade publications to visit the offices of a small company. Yet by taking the president, the director of public relations, and perhaps the chief financial officer to the publication, it is possible to arrange for a one-on-one news conference with the publication's principal editors.

Regular background briefings of the business and trade press may not result in immediate publicity, but they can build relationships that will pay dividends in the future.

Satellite Media Tours. A media tour doesn't have to involve long plane trips, countless nights in hotel rooms, and rented cars in unfamiliar cities, in fact, you needn't leave home at all.

Satellite media tours are becoming increasingly commonplace. Not only is a satellite media tour cost-effective, but one can set up with a minimum of preparation time. When Hurricane Hugo hit Jamaica in 1989, the nation's tourism industry had the problem of reassuring prospective vacationers that the island's resort had suffered only minor damage. Consequently, Jamaica minister of tourism went in a satellite media tour to be interviewed by travel editors and TV talk show hosts.

□ **Vocabulary:**

book smb. — ангажировать к.-л.

commonplace — обычный, привычный

hit — поразить

invest in smth. — инвестировать во ч.-л.

media tour — пресс-тур

purchase — совершить покупку

range — варьироваться

reassure — убедить

resort — курорт

result in smth. — привести к ч.-л.
suffer damage — потерпеть ущерб
talk-show host — ведущий телевизионного ток-шоу
in terms of smth. — что касается ч.-л.
vacationer — отдыхающий

Exercises

1) Find the English equivalents in the text and use them in sentences of your own:

взятая напрокат машина; создать взаимоотношения; экономичный; незначительный ущерб; следовательно; включать в себя; организовать личное интервью; альтернатива ч.-л.; отраслевая пресса; инструктивное совещание.

2) Find the words in the text which describe or mean the following:

1. happening or existing in many places, and therefore not special or unusual —
2. to include many different subjects, ideas —
3. a place where many people often go for vacation with hotels, swimming-pools etc. —
4. to make smb. feel calmer and less worried or frightened about a problem or situation —
5. a television or radio show on which people talk about their lives and are asked questions —

3) Match the words. Use them in the sentences of your own:

talk	tour
print	industry
media	publications
trade	shows
tourism	media

4) Translate the following sentences into Russian:

1. They apologized and reassured us that the matter would be dealt with immediately.
2. What alternatives are likely to reduce traffic?

3. Expensive foreign cars are commonplace in this Chicago suburb.
4. He invested \$70,000 of his savings in a new store.
5. Many stores will let you make a purchase by telephone.

5) Find the Russian equivalents of the following expressions:

a spokespeople for an organization —
 a publicist —
 the director of public relations —
 the chief financial officer —
 principal editors —
 travel editors —

Explain the meaning of these expressions in English.

6) Match the words which are close in their meaning:

multiple	comprise
invest	innumerable
alternative	diverse
involve	option
countless	endow

7) Match the words having the opposite meaning:

commonplace	numbered
reassure	known
countless	significant
minor	discourage
unfamiliar	exceptional

8) Insert prepositions where necessary (*in; to; of; on; for*):

to go _____ a tour
 an alternative _____ smth.
 to involve _____ smth.
 a spokesperson _____ an organization
 _____ terms _____ results
 to make call _____ smb.
 to reach _____ smb.
 to invest _____ smth.

9) Explain the grammatical structure of the sentence:

It would be very difficult **to get representatives** from national business and trade publications **to visit** the offices of a small company.

Write down two sentences of your own with the same structure.

10) Write down 6 questions covering the contents of the text.**11) Can you explain the following:**

Regular background briefings of the business and trade press may not result in immediate publicity but they can build relationships that will pay dividends in the future.

12) Develop the following point:

Satellite media tours are efficient and save traveling time.

13) Render the following item in English:

Практика проведения при помощи спутниковой связи теле- и видеоконференций, или спутниковых мостов, как их иногда называют, становится все более популярной.

British Telecom's Confravision была одной из первых компаний, применивших этот вид удаленной связи, причем с появлением спутниковых систем связи еще более расширились возможности общения между удаленными партнерами.

Особенно выгодно использовать телеконференции большим компаниям, которые находят, что это удобнее в плане организации и гораздо дешевле, чем поездки своих менеджеров на обычные конференции. Однако следует помнить, что этот современный метод связи больше подходит для особо престижных и масштабных событий.

Великолепным примером может быть применение этой техники при проведении симпозиума под названием «Гастролинка». На конференции операцию с помощью эндоскопа, которая проводилась в Лондоне, могли наблюдать медики в Нью-Йорке и громадная аудитория в Соединенном Королевстве и Ирландии.

Во время работы можно было непосредственно беседовать с консультантом, причем по аудио- и видеоканалам показ ком-

ментировал врач, находящийся в лондонском отеле «Портмэн», где в это время проходил симпозиум «Гастролинк».

Эта дорогостоящая операция была оценена как очень эффективная по затратам, поскольку использование такой техники позволило задействовать очень широкую и авторитетную аудиторию.

Совместно со своими европейскими коллегами British Telecom создала условия для проведения таких же мероприятий в Риме, Лондоне, Париже и Франкфурте. Те, кто желает провести интерактивные телеконференции с помощью спутниковой связи, теперь может в случае какого-либо события воспользоваться такой связью и, возможно, оправдать затраты.

Text F

Previews and Parties

Press previews are often scheduled for events to which the general public is invited. Usually a preview is held a day or two ahead of the event so that reporters can write stories that appear on the day that the event actually occurs.

Press previews are almost routine for events such as the opening of new facilities — corporate headquarters, a hospital's new wing, a shopping mall, a department store, a restaurant, even a new toxic waste dump. In most cases, the press gets a background briefing and a tour of the new facilities.

Demonstrations of new products also lend themselves to press previews. This is particularly true in the area of high technology, where sophisticated products can be put through their paces by the engineers who developed them. Many companies have a press preview of their products just before a major trade show. The advantage is that reporters from all over the country are already gathered in one place.

Planning a press preview is like planning any other event. Great attention must be paid to detail and logistics to ensure that the guests have a positive experience.

Previews may also include such things as a cocktail party or dinner. This kind of event is in the category of relationship building and networking. It allows company executives to mingle and socialize with reporters in a casual atmosphere. Ultimately, this helps executives feel more relaxed when a reporter they already know wants to interview them for a story. Unlike news conferences, press previews are often held after “working hours” when reporters are not on deadline.

Junkets

A variation on the press party is the junket. Although the use of junkets has declined in recent years, they are still part of the travel and entertainment industry. Junkets usually involve invitations to reporters for an expense-paid trip to witness an event or see a facility.

An example of a large-scale junket: Disney World in Florida invited 10,000 writers, publishers, and broadcasters to a three-day celebration of the park's fifteenth anniversary. Although large numbers of media representatives took advantage of what was said to be the largest "freebie" in U.S. journalistic history, a number of prominent newspapers blasted the event. The New York Times editorialized that the press was debasing itself by accepting Disney's hospitality and questioned whether reporters could be objective about Disney operations after accepting an all-expense-paid trip.

Junkets, particularly when there is little newsworthy information, raise considerable controversy among journalists and public relations professionals. As a consequence, companies must carefully consider all aspects of sponsoring a junket and its possible negative effect on media relations.

Press parties or junkets, to be effective and garner media attendance, must be handled discreetly. It is against the code of ethics to have lavish banquets and expensive souvenirs simply for the sake of impressing the press. Journalists, although they may attend, generally "badmouth" the affair if they think there is an overt attempt to "buy" favorable coverage.

❑ Vocabulary:

blast — резко критиковать

casual — неофициальный

debase — уничтожать

discreetly — сдержанно, осмотрительно

event — мероприятие

freebie (informal) — бесплатная поездка, угощение и пр.

garner (formal) — заручиться

hospitality — гостеприимство

junket — поездка на казенный счет (free trip), вечеринка, пикник

lavish — богатый, роскошный

logistics — материально-техническое обеспечение, логистика

mingle — общаться

networking — коллективная работа, объединение усилий

occur — иметь место, происходить

overt — открытый

preview — предварительный показ

put through its paces — проявить качество ч.-л.

sophisticated — сложный, изощренный

toxic waste dump — свалка ядовитых отходов

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

торговый центр; руководство компании; в неофициальной обстановке; в отличие от ч.-л.; не быть ограниченным во времени; область высоких технологий; сложная современная продукция; гарантировать ч.-л.; в результате; полностью оплаченный.

2) Find the words in the text which describe or mean the following:

1. the practical arrangements that are needed in order to make a plan or activity successful —
2. well-designed, very advanced, often working in a complicated way —
3. actions or feelings which are done or shown publicly, without trying to hide anything —
4. the practice of meeting other people involved in the same type of work, in order to share information, support each other etc. —
5. to criticize smth. very strongly —

3) Match the words. Translate the word-combinations into Russian:

shopping	attendance
corporate	hours
media	industry
entertainment	mall
working	headquarters

4) Translate the following sentences into Russian:

1. Environment groups blasted the plan for more logging in the area.
2. The logistics of educating the state's 3.6 million pre-school children remain complex.

3. She reluctantly agreed to go there for his sake.
4. The explosion occurred at 5.50 a. m.
5. He followed at a discreet distance.

5) Match the words which are close in their meaning:

debase	exuberant
overt	mix
discreetly	humiliate
lavish	obvious
mingle	tactfully

6) Match the words having the opposite meaning:

overt	economical
sophisticated	honour
discreetly	simple
lavish	recklessly
debase	secret

7) Complete the following sentences (*events; casual; controversy; to mingle; routine; newsworthy*):

1. It allows company executives _____ and socialize with reporters in a _____ atmosphere.
2. Press previews are almost _____ for _____ such as the opening of new facilities.
3. Junkets, particularly when there is little _____ information, raise considerable _____ among journalists and public relations professionals.

8) Insert prepositions where necessary (*on; of; to; as; for*):

_____ a consequence
 a tour _____ smth.
 to pay attention _____ smth.
 ahead _____ smth.
 to involve _____ smth.
 to take advantage _____ smth.
 to have effect _____ smb.

_____ the sake _____ smb.
to impress _____ smb.

9) Paraphrase the following sentences:

1. Journalists, although they may attend, generally “bad-mouth” the affair if they think there is an overt attempt to “buy” favorable coverage.
2. Demonstrations of new products also lend themselves to press previews.
3. This kind of event is in the category of relationship building and networking.
4. Although large numbers of media representatives took advantage of what was said to be the largest “freebie” in U.S. journalistic history, a number of prominent newspaper blasted the event.

10) Answer the following questions:

1. When is a preview usually held?
2. For what kind of events are press previews almost routine?
3. Why should great attention be paid to detail and logistics when planning a press preview?
4. Why is a preview included in the category of relationship building and networking?
5. Has the use of junkets declined or increased in recent years?
6. What was one of the largest junkets in U.S. journalistic history and what was the reaction to it?
7. Why do junkets raise considerable controversy?
8. Why is it against the code of ethics to have lavish banquets and expensive souvenirs?

11) Agree or disagree with the following statements:

1. The New York Times editorialized that the press was debasing itself by accepting Disney’s hospitality and questioned whether reporters could be objective about Disney operations after accepting an all-expense-paid trip.
2. Press parties or junkets, to be effective and garner media attendance, must be handled discreetly.

12) Sum up what the Unit says about:

1. Individual Interviews

2. News Conferences
3. Media Tours
4. Previews, Parties and Junkets

UNIT 8

GETTING ON THE EDITORIAL PAGE

Text A

If you are trying to reach opinion leaders and citizens who are actively interested in public affairs, a good technique is to get on the editorial pages of major daily newspapers.

The indirect approach is to meet with the editorial boards of the newspapers and ask them to write an editorial supporting your idea, project, or cause. Another approach is to submit short essays that are called op-ed articles, intended to appear opposite the editorial page. When all else fails, there is always the standard letter to the editor.

Editorial Boards

The key editors of a newspaper meet on a regular bases to determine editorial policy. They would be interested in talking to you if your employer or client is involved in a current controversy or in emerging issues. They do not want to meet with you if the purpose is just to get publicity.

In general, you contact the editorial page editor and request a meeting with the newspaper's editorial board. Most editors want a tightly written one or two-page letter outlining whom you represent, what issues you would like to cover, and why your people are the best qualified to discuss the issue. Don't weigh down your first letter with a press kit or other background information.

Once you have an appointment with the editorial board, you should develop a message that focuses on three or four key points. You should also decide in advance what you want to accomplish in the meeting. Is it simply to let editors know about your side of the issue, or do you want them to write an editorial supporting you?

The best approach is to have a well-informed senior person in the organization give the presentation. This may be the company president, but

it can be an expert in a particular field like law, accounting, or environmental standards, depending on the issue. In general, your role as the public relations person is not to give the presentation but rather to make arrangements for the meeting and help your spokespersons get ready for it.

If you represent a community organization, you should think about meeting with the editorial board to arrange for an editorial supporting your particular goal. Newspapers are community boosters and do write editorials supporting worthy causes.

❑ **Vocabulary:**

accomplish — достичь

boost — стимулировать, повышать, рекламировать

citizen — гражданин

editorial — редакционная статья

editorial board — редакционная коллегия

editorial page — редакционная статья

emerge — появляться

essay — очерк, эссе

message — сообщение

once — как только

op-ed — полоса в газете, смежная с редакционной

opinion leader — авторитетный человек

submit — представить

technique — прием, метод

Exercises

1) Find the English equivalents in the text:

на регулярной основе; крупные ежедневные газеты; определить политику; попросить о встрече; освещать вопросы (в печати); сконцентрироваться на трех-четырех основных моментах; заранее; организовать встречу; определенная цель.

2) Find the words in the text which describe or mean the following:

1. a person who has great influence over the way the public thinks —
2. a special skill or way of doing smth., especially one that has to be learned —
3. a short piece of writing about a particular subject —
4. to appear or come out from somewhere —

5. smb. who lives in a particular town, country, or state —
6. to succeed in doing smth., especially after trying very hard —

3) Match the words and write down sentences of your own with these expressions:

daily	board
press	leaders
editorial	newspapers
opinion	information
background	kit

4) Think of your own sentences with the following expressions:

editorial	page board policy article
-----------	------------------------------------

5) Insert prepositions where necessary (*in; on*):

- to focus _____ smth.
 _____ advance
 depending _____ smth.
 to reach _____ smb.
 to be interested _____ smth.
 _____ a regular basis
 to be involved _____ smth.

6) Explain the grammatical structure of the sentence:

The best approach is to have a well-informed senior person in the organization give the presentation.

Write down two sentences of your own with the same structure.

7) Match the words which are close in their meaning:

senior	concerned
support	arise
interested	flop
emerge	chief
fail	back

8) Match the words having the opposite meaning:

fail	oppose
emerge	detached
support	inferior
senior	disappear
interested	succeed

9) Write the following words with correct negative prefixes (*un; in; dis; ir*):

interested; regular; cover; qualified; ready; worthy; direct.

10) Answer the following questions:

1. How can you reach opinion leaders and citizens who are actively interested in public affairs?
2. What are three other approaches?
3. Will the key editors be willing to meet with you if they understand that you just want to get publicity?
4. What sort of letters do most editors prefer?
5. What kind of message should you develop for the meeting with the editorial board?
6. What well-informed senior person in the organization can be chosen to give the presentation?
7. What is your role as the public relations person?

11) Can you explain the following statements:

1. They would be interested in talking to you if your employer or client is involved in a current controversy or in emerging issues.
2. Don't weigh down your first letter with a press kit or other background information.
3. Newspapers are community boosters and do write editorials supporting worthy causes.

12) Translate the following item into Russian:***Op-ed at The Wall Street Journal***

The Wall Street Journal offers a prestigious national forum for op-ed articles, and hundreds of writers compete for an opportunity to get published. In the first four months of 1993, for example, the newspaper received more than 1,800 unsolicited manuscripts.

The newspaper's six-person op-ed staff is responsible for reading all the articles and accepting or rejecting them. The staff looks far more than just an opinion piece. "We like thoroughly researched issues so that our readers get more than just a point of view", says Karen Cuddy, submissions editor.

The Wall Street Journal likes articles between 700 and 1,800 words in a double-spaced format. Authors should also enclose a cover letter listing their credentials and a stamped return envelope.

Text B

Op-ed Articles

Commentaries about news events or public concerns run on the page facing the editorial page. They are written by a variety of people who have one thing in common: they are perceived as having expertise or special insight regarding the subject being discussed.

The op-ed piece may be a rebuttal to a previously published editorial or just a reaction to a series of news events reported by the newspaper.

Corporate executives can get high visibility with op-ed pieces. Think tanks and universities also use them to get recognition for their outstanding scholars.

Op-ed is a newspaper term, but the concept also applies to trade and professional publications. Many companies have an active program of encouraging their engineers and research scientists to write commentaries for specialized publications serving a particular industry.

Writing and placing an "op-ed" article in a newspaper is one of the easiest and fastest ways a writer can get into print.

Op-ed is jounalese for the page opposite the editorial page in newspapers. The concept was made famous when begun by The New York Times editorial page editor many years ago. The objective was to present views that differed from those of the paper's editorial writers.

Now most newspapers of note run such articles in order to present a variety of points of view.

Getting an article published as an op-ed piece is simple if you know how — and here are some tips.

Content

An op-ed article should concentrate on presenting one main idea. The style and complexity of the writing should match the readership of that

particular newspaper. A good rule is to keep it simple and avoid the use of jargon.

Because national newspapers receive many more unsolicited articles than they can use, the subject matter and the point of view should be somewhat unique.

A must for such articles, as in almost any kind of writing, is a good strong lead. The first few sentences have to capture the reader's (and the editor's) attention. The piece should not only be written in a lively and interesting manner, but it also should be informative and educational.

Daily newspapers generally prefer articles of about 700—750 words in length, which is about three typewritten, double-spaced pages. Sunday editorial page sections can use longer articles — about 1,000 to 1,500 words.

□ **Vocabulary:**

apply to smth. — применить к ч.-л.

capture smb.'s attention — захватить ч.-л. внимание

content — содержание

encourage — поощрять

expertise — компетентность

have smth. in common — иметь ч.-л. общее

insight — понимание, интуиция

journalese — газетный штамп, газетный ярлык

lead — вводная часть

match smth. — соответствовать ч.-л.

must — необходимость

of note — достойный внимания

perceive — воспринимать

place — разместить

rebuttal — опровержение, возражение

scholar — ученый

subject matter — содержание, тема

think tank — (sl.) «мозговой центр»

tip — совет

unique — уникальный

unsolicited — представленный по собственной инициативе

visibility — видимость, обзор

Exercises

1) Find the words in the text which describe or mean the following:

1. a committee of people with experience in a particular subject, that an organization or government establishes to produce ideas and give advice —
2. special skills or knowledge in a particular subject, that you learn by experience or training —
3. the ability to understand and realize what people or situations are really like —
4. to use smth. such as a method, idea, or law in a particular situation, activity, or process —
5. to say or do smth. that helps smb. have the courage or confidence to do smth. —
6. language that is typical of newspapers —

2) Match the words. Write down your own sentences with these expressions:

corporate	scientists
news	concerns
editorial	executives
research	events
public	page

3) Translate the following sentences from the text into Russian. Give synonyms to the underlined words:

1. They are perceived as having expertise or special insight regarding the subject being discussed.
2. The op-ed piece may be a rebuttal to a previously published editorial.
3. Now most newspapers of note run such articles to present a variety of points of view.
4. Because national newspapers receive many more unsolicited articles than they can use, the subject matter and the point of view should be somewhat unique.

4) Match the words which are close in their meaning:

unique	focus
concerns	hitherto
perceive	exceptional

concentrate	worries
previously	identify

5) Match the words having the opposite meaning:

previously	standard
encourage	intricate
unique	average
simple	currently
outstanding	deter

6) Insert the prepositions where necessary (*in; from; on; to*):

to concentrate _____ smth.	opposite _____ smth.
to match _____ smth.	to differ _____ smth.
_____ length	to apply _____ smth.
to serve _____ smb.	a rebuttal _____ smb.
a reaction _____ smth.	to face _____ smth.

7) Answer the following questions:

1. Where do commentaries about news events or public concerns run?
2. Who are they written by?
3. Who finds op-ed pieces very useful?
4. What can the term op-ed be applied to?
5. Who made op-ed concept famous?
6. What should an op-ed article concentrate on?
7. Why should the use of jargon be avoided?
8. In what way should an op-ed piece be written?

8) Can you explain the following:

1. Corporate executives can get high visibility with op-ed pieces.
2. A must for such articles, as in almost any kind of writing, is a good strong lead.
3. The style and complexity of the writing should match the readership of that particular newspaper.

9) Render the following item in English:

Проверенным временем и эффективным способом доведения своей точки зрения до общественности является использование

разделов газет или периодики, посвященных письмам в редакцию. Большая часть редакторов весьма доброжелательно относится к публикации писем, независимо от точки зрения авторов.

Письма к редактору можно разбить на три категории. Письма могут содержать комментарий, представляющий общественный или частный интерес; продолжить существующую переписку; комментировать или обсуждать предыдущие публикации в газете. Письмо должно быть составлено тщательно и в стиле публикаций того издания, в которое оно отправляется. Стиль письма в солидные газеты существенно отличается от стиля писем в еженедельник или бульварную газету.

Когда письмо пишется для того, чтобы исправить допущенную ошибку или двусмысленность, особенно важно не повторять первоначальную ошибку, поскольку это вновь напомнит о ней и обратит на нее внимание многих читателей, кто не читал первоначальную публикацию. Этот момент недооценивается даже опытными специалистами.

Следует решить, кто будет подписывать письмо, написанное от имени компании или организации. Как правило, письмо должен подписывать один из руководителей, наиболее тесно связанный с затрагиваемой проблемой. Это особенно разумно, когда в письме приносят извинения общественности за доставленное беспокойство. Такие извинения значительно чаще приходят от руководства, нежели от сотрудника, ответственного за связи с общественностью.

Text C

Procedures

Op-ed articles should be submitted to the editor of a newspaper. The writer should provide sufficient biographical data so that the editor will have some basis for judging the author's credentials.

For example, who has better credentials for writing an article on the need for better child care facilities than the mother and/or father of pre-school children? And an article on government (or banking) bureaucratic red tape could gain impact when written by a victim of such practice.

Most local newspapers accept essays by outside writers, especially local residents. In addition, more and more magazines are using "opinion-type" articles.

Newspaper editors will usually take a couple of weeks to accept or reject an article. Submit an SASE (self-addressed, stamped envelope) if you wish to receive a reply. If your article is used, the headline writer will give it a catchier title when it's published, and the editor may make some light changes and adjust the length (usually by deleting paragraphs).

Don't query the editor on whether the paper would be interested. Undoubtedly he or she will say, "Send it in and we'll take a look at it".

Opportunities

With a little thought, writers should be able to identify many opportunities to use op-ed articles. Here are some examples.

- Write an article on something that you are more expert on than anyone else, sharing with us something we don't already know. For example, where does a computer software expert get ideas for new programs?
- If you have just completed some detailed research that sheds new light on problem, write it up for the "lay" public.
- If you belong to an organization and want to advance its cause, give us reasons why we should share your views or objectives.
- A well-written, sensitive piece on any subject will be accepted over the flood of stuff that editors receive after a major event.

The major attribute leading to success in this endeavor is perseverance. If an article is not accepted by one paper, rewrite the article and submit it to a paper that turned it down before. Shorten a long article and submit it again. If one subject doesn't work, shift to another.

Trade editors like these articles because highly credible people discuss important issues and trends in the industry. At the same time, the author and company get recognition. Again, op-ed articles are a means and not an end. The ultimate objective is to position the organization as a leader in the field.

□ Vocabulary:

advance smth. — продвинуть ч.-л.

attribute — отличительная черта, качество, свойство

catchy — броский, легко запоминающийся

child care facilities — детское учреждение

credentials — полномочия

delete — вычеркивать

endeavor — попытка, старание, усилие

flood of stuff — поток низкокачественной информации

gain impact — оказать воздействие

guidelines — указания
lay — непрофессиональный
a means to an end — средство для достижения цели
perseverance — упорство
red tape — волокита (бюрократическая)
query — допытываться, дознаваться
share smth. with smb. — делиться с к.-л. ч.-л.
shed new light on smth. — пролить свет на ч.-л.
shift to smth. — переключиться на ч.-л.
submit — представить на рассмотрение
temperate — сдержанный
ultimate — конечный
victim — жертва
write up — описать подробно

Exercises

1) Find the English equivalents in the text. Use them in your own sentences:

местные жители; конечная цель; дети дошкольного возраста; добиться признания; конверт с обратным адресом и маркой; внести небольшие изменения; быть специалистом в ч.-л.; программист; ведущий к успеху; сохранить размер статьи.

2) Find in the text the words which describe or mean the following:

1. smb.'s education, achievements, experience etc., that prove that they have the ability to do smth. —
2. official rules that seem unnecessary and prevent things from being done quickly and easily —
3. easy to remember and nice to listen to —
4. not trained or knowing much about a particular profession or subject —
5. to do smth. that will help you achieve an advantage or success —
6. an attempt or effort to do smth. new or different —
7. determination to keep trying to achieve smth. in spite of difficulties —

3) Match the words. Use them in the sentences of your own:

ultimate	children
local	public

pre-school	objective
child care	residents
lay	facilities

4) Translate the following sentences:

1. U.S. companies fear the red tape will scare off customers.
2. To the lay observer, these technical terms are incomprehensible.
3. Our main goal has to be to advance the nation's economic interests.
4. The captain praised his men's courage and perseverance in dealing with a very dangerous situation.
5. We need a catchy advertising slogan.
6. Not one of the customers queried liked the service.

5) Match the words which are close in their meaning:

query	amateur
advance	remove
endeavor	accelerate
delete	interrogate
lay	strive

6) Match the words having the opposite meaning:

turn down	professional
delete	halt
lay	laziness
advance	insert
perseverance	accept

7) Complete the following sentences (*endeavor; biographical data; victim; submitted; red tape; query; gain impact; perseverance*):

1. Op-ed articles should be _____ to the editor of a newspaper.
2. The writer should provide sufficient _____.
3. An article on government bureaucratic _____ could _____ when written by a _____ of such practices.
4. Don't _____ the editor whether the paper would be interested.
5. The major attribute leading to success in this _____ is _____.

8) Insert prepositions, where necessary (*on; in; at; for; to; down*):

to be an expert _____ smth.	to query _____ smb.
to shed new light _____ smth.	an article _____ smth.
to lead _____ smth.	_____ addition
to turn smth. _____	to take a look _____ smth.
to shift _____ smth.	to have some basis _____ smth.

9) Write these words with correct negative prefixes (*in-; un-; dis-*):

sufficient; interested; credible; important; stamped.

10) Answer the following questions:

1. Why should the writer of an op-ed article provide sufficient biographical data?
2. Who can have good credentials for writing an article on the need for better child care facilities?
3. How long do newspaper editors usually take to accept or reject an article?
4. Why shouldn't the writer query the editor on whether the paper would be interested?
5. What are the tips for writing an op-ed article?
6. The major attribute leading to success in perseverance, isn't it? Why?

11) Can you explain the following statements?

1. A well-written piece on any subject will be accepted over the flood of stuff that editors receive after a major event.
2. Op-ed articles are a means and not an end.

12) Agree or disagree:

1. Write an article on smth. that you are more expert on than anyone else, sharing with us smth. we don't already know.
2. If an article is not accepted by one paper, rewrite the article and submit it to a paper that turned it down before. Shorten a long article and submit it again. If one subject doesn't work, shift to another.

13) Translate the following item into Russian:**HOW TO SET THE RECORD STRAIGHT**

In an ideal world news coverage would always be objective, factual, and accurate. Unfortunately, it is not an ideal world, and journalists do make errors of fact and interpretation.

It is quite likely that you or your employer will, on occasion, have complaints about inaccurate and unfair news coverage. If this happens, there are several steps you can take.

Ascertain the facts

Analyze the offending article or broadcast news segment. What exactly is inaccurate, incomplete, or unfair about it? If it is a matter of not liking the tone of a story because it implied (rightly or wrongly) that something was amiss, there probably isn't much you can do about it. If it's a matter of inaccurate information or something taken out of context that distorts the truth, you should document the correct facts to make a convincing argument.

Talk to the reporter

Call the reporter to discuss the story. Politely point out the inaccuracies. The reporter may correct the information in subsequent articles or broadcasts. A correction may even be printed or broadcast often under the rubric of a clarification.

Talk to the editor

If you don't get satisfaction from the reporter and the complaint is a major one, you may wish to write a letter to the editor. Another solution is to form a delegation and ask to meet with the editor.

Leaders of arts organizations in one city went to see the editor because the newspaper's reviewer consistently ignored local productions and reviewed performances in a larger city 50 miles away. After the delegation met with the editor and showed a scrapbook of reviews over a six-month period, the reviewer was ordered to pay more attention to local events.

Go public

Many companies take the offensive and make every effort to inform the public about "hatchet jobs" done by the press. One method is to purchase advertising space to rebut the allegations. Another method is to call a news conference.

File a lawsuit

This is a last resort, but it should be included in your list of options. If you feel that a medium has purposely and maliciously distorted the truth, the threat of legal action may prompt the offender to publish a correction or

a retraction. A lawsuit also gets media coverage, which gives the company a chance to let the public know about the inaccuracies in the original story or broadcast.

Text D

Letter to the Editor

Op-ed articles carry more prestige than letters to the editor. In affect, publication implies that the opinion expressed deserves attention because it shows insight into a matter of public concern. You should be familiar with the expertise of people in your organization. It is your role to encourage and assist them in writing op-ed articles when news events call for an informed view-point.

The next best thing to an op-ed article is a published letter. Letters are generally shorter than op-ed pieces. They focus primarily on rebutting editorial or clarifying information mentioned in an investigative story or a column.

The New York Times and The Wall Street Journal are famous for their letters columns. In addition to letters from ordinary citizens, they also run letters from former presidents, ambassadors, corporate leaders, and heads of major labor unions.

On the local level, the titles may not be as exotic. However, you should be on the alert for opportunities to have letters written by the head of your organization. A letter can clarify an earlier story in the newspaper or add information that was not covered. There is limited space for letters, so you should closely follow any guidelines that the publication has established. It is important to keep letters short and to the point. In general, letters should be under 250 words. It's also wise to keep letters temperate and factual.

A letter to the editor follows a basic format. The opening paragraph should identify the subject of the letter. The second paragraph states the author's agreement or disagreement. This is followed by one or two paragraphs that explain the writer's reasoning, using facts and other pieces of information. A final paragraph can include information about the company or product that relates to the subject being discussed. You should sign the letter, giving your title and company or organization name.

□ Vocabulary:

ambassador — посол

corporate leader — руководитель организации

deserve attention — заслуживать внимания

factual — фактический
former — бывший
guidelines — инструкции
identify — определить
imply — подразумевать
keep to the point — придерживаться темы
labor union — профсоюз
opening paragraph — начальный абзац
reasoning — рассуждения, доводы
relate to smth. — иметь отношение к ч.-л.
subject — тема
temperate — выдержанный
view-point — точка зрения

Exercises

1) Find the English equivalents in the text:

обычные граждане; престиж; поощрять ч.-л.; помогать ч.-л.; концентрироваться на ч.-л.; опровержение; славиться ч.-л.; публиковать письма; на местном уровне; быть начеку; определить содержание.

2) Find in the text the words which describe or mean the following:

1. to suggest that smth. is true without saying or showing it directly —
2. the process of thinking carefully about smth. in order to make a judgement —
3. to be concerned with or directly connected to a particular subject —
4. what is being talked about in speech or writing, or represented in art —
5. calm and sensible —

3) Match the words. Use them in the sentences of your own:

informed	concern
letters	citizens
public	columns
opening	view-point
ordinary	paragraph

4) Match the words which are close in their meaning:

factual	ascribe
former	mean
identify	actual
imply	preceding
relate	recognize

5) Match the words having the opposite meaning:

former	hinder
identify	imprecise
relate	ensuing
factual	dissociate
assist	mistake

6) Complete the sentences (*subject; identify; relates; opening; clarifying; focus; rebutting*):

1. The ____ paragraph should ____ the subject of the letter.
2. A final paragraph can include information about the company or product that ____ to the ____ being discussed.
3. They ____ primarily on ____ an editorial or ____ information mentioned in an investigative story or a column.

7) Insert prepositions where necessary (*in; for; into; to; with; on*):

to be ____ the alter ____ smth. to call ____ smth.
 ____ addition ____ smth. to mention ____ smth.
 to be famous ____ smth. to focus ____ smth.
 insight ____ smth. to follow ____ smth.
 to be familiar ____ smth. to relate ____ smth.

8) Write down 6 questions covering the contents of the text.**9) Can you explain the following statements?**

1. Op-ed articles carry more prestige than letters to the editor.
2. On the local level, the titles may not be as exotic.

10) Render the following item in English:

Центральные газеты публикуют только очень малую долю получаемых писем. Однако большинство провинциальных га-

зет напечатают любое письмо, представляющее общий либо региональный интерес. Если в газете или другом периодическом издании появляется заявление, задевающее интересы организации, лучше всего немедленно позвонить по телефону редактору либо его заместителю и в резких выражениях выразить свое недовольство обидной темой. В большинстве случаев подобного характера редактор предложит напечатать письмо, выражающее противоположную точку зрения, что гарантирует его публикацию сразу после получения. Газеты редко публикуют поправки, но большинство редакторов согласится на публикацию письма-объяснения, даже если оно велико по объему и содержит технический текст.

Как правило, конечно, письма редактору должны составляться в краткой форме и не отклоняться от темы. Если письмо длинное, то есть риск, что оно подвергнется редактированию, влекущему искажение его основных положений. Если тема достаточно важная, разумно попросить, чтобы все изменения или сокращения производились только с согласия автора.

Возможно обеспечить национальный интерес к общим проблемам, представляющим общественную значимость, благодаря письмам к редактору, при условии что в каждой публикации учитываются особенности соответствующих изданий.

Письмо к редактору, опубликованное в центральной газете, с большой степенью вероятности вызовет его широкую огласку и широкий отклик на само письмо. Учитывая это, следует обеспечить абсолютную достоверность всех изложенных в письме фактов. Это так же важно, как и подлинность подписи в конце письма. Подписывать письма, предназначенные для публикации, присвоенным именем неэтично.

CHAPTER II

ADVERTISING

UNIT 9

ADVANTAGES AND DISADVANTAGES OF ADVERTISING

Text A

Advertising, as a tool of marketing, is used to increase the sale of goods or services of an organization. Public relations uses advertising as a tool to help sell the policies and actions of an organization. Success in marketing is shown by increased income. Success in public relations, which indirectly affects the economic success of the organization, is shown by increased public regard for the organization.

There are five basic types of public relations advertising.

Image-building advertising is designed to convince the public that the organization is a good citizen and a desirable part of the community.

Financial advertising may be placed to meet SEC requirements or to convince investors that the company's management is sound and that the stock is a good investment.

Public service advertising supplies information that helps or assists the public in some way.

Advocacy advertising allows an organization to explain its stand on a particular issue and to try to change public opinion.

Announcement advertising focuses on distributing important news promptly so that the public has current information.

❑ **Notes:**

SEC = *Securities and Exchange Commission* — Комиссия по ценным бумагам и биржевым операциям. Независимое федеральное ведомство, создано в 1934 г. с целью регулирования операций с ценными бумагами, контроля за соблюдением законов и правил деятельности биржи и финансового рынка, защиты инвесторов от мошенничества.

❑ **Vocabulary:**

advertising — реклама

tool — средство, путь, орудие, инструмент

marketing — маркетинг; сбыт

sale — продажа

goods (pl.) — товар, товары

increase — увеличивать, повышать

services — услуги

policy — политика; линия поведения

success — успех

income — доход

indirectly — косвенно

affect — оказывать воздействие, влиять

public relations — общественные отношения, связь с общественностью

public regard for smb. — отношение общества к к.-л.

basic types — основные виды

image-building advertising — формирование благоприятного имиджа; престижная реклама; пропагандистская кампания (реклама по созданию репутации организации, партии, политическому деятелю)

financial advertising — финансовая реклама; реклама по привлечению спонсоров

public service advertising — реклама по распространению информации, могущей заинтересовать население в той или иной мере; реклама типа «обращение к общественности»

advocacy advertising — разъяснительно-пропагандистская реклама; реклама, помещаемая организациями для сообщения о своей позиции, продукции и т.д. в связи с критикой определенной части населения, например экологов

announcement advertising — реклама по быстрому распространению важной информации в пользу фирмы

be designed — быть предназначенным
convince — убеждать
a citizen — гражданин
desirable — привлекательный, желанный
community — общество
place — размещать
meet requirements — отвечать требованиям
management — правление
sound — крепкий, здоровый; здравомыслящий
supply — предоставлять, обеспечивать
assist — помогать
the stock — фонды
a particular issue — отдельный вопрос
public opinion — общественное мнение
focus on smth. — сосредотачивать(ся) на ч.-л.
stand — точка зрения, позиция
distribute — распределять
promptly — быстро, немедленно, тотчас
current — текущий, современный

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

который косвенно влияет на экономический успех организации; предназначена убедить общество в том, что...; реклама может быть помещена; отвечать требованиям; администрация компании; дает сведения, которые...; объяснить свою позицию по; сосредоточивается на; быстрое распространение важных сообщений; текущая информация.

2) Find the words in the text which describe or mean the following:

1. instrument or person or skill that is helpful for doing your job —
2. act or process of calling the attention of the public to goods, services or organizations —
3. smth. that has the result that you intended usually so that it earns a lot of money, is popular, etc. —
4. facts or details that tell you smth. about a situation, person, event etc. —

5. to give smth. such as food, medicine, or information to each person in a group —
6. the activity of deciding how to advertise a product, what price to charge for it etc., or the type of job in which you do this —

3) Translate the following word-combinations into Russian. Use them in sentences of your own:

1. a tool of marketing
success in marketing
to do the marketing
2. increased public regard for
increased income
3. public relations advertising
image-building advertising
public service advertising
advocacy advertising
announcement advertising
4. to require (money, patience, time, calmness)
to meet smb.'s requirement
daily requirements
5. to inform smb. about/of smth.
to supply information
to gather information
a piece of information
further/additional information
current information
inside/outside information
for your information

4) Match the words, some of them can be used more than once:

favorable	relations
public	requirements
to meet	information
to supply	news
to distribute	opinion
social	welfare
financial	advancement
	structure

5) Match the words which are close in their meaning:

promptly	position
to design	to account for
to focus	progress
sound	to influence
to explain	quickly
success	to persuade
stand	stable
to convince	to concentrate
to affect	to aim

6) Match the words having the opposite meaning:

to increase	commercial
sale	to decrease
success	purchase
nonprofit	failure

7) Make the words negative by using prefixes (*un*; *in*; *dis*):

regard; desirable; sound; important; applicable; favorable; competence.

8) Insert prepositions where necessary (*in*; *of*; *by*; *for*; *on*):

- Success _____ public relations, which indirectly affects _____ the economic success _____ the organization, is shown _____ increased public regard _____ the organization.
- Financial advertising may be placed to meet _____ SEC requirements.
- Announcement advertising focuses _____ distributing important news.

9) Complete the sentences with the following words (*supplies*; *income*; *financial*; *advertising*; *distributing*; *the organization*; *public opinion*; *information*):

- Public relations uses _____ as a tool to help sell the policies and actions of an organization.
- Public service advertising _____ information that helps the public in some way.

3. Announcement advertising focuses on _____ important news promptly.
4. Success in marketing is shown by increased _____.
5. _____ advertising may be placed to convince investors that the company's management is sound.
6. Success in public relations is shown by increased public regard for _____.
7. Announcement advertising focuses on distributing important news promptly so that the public has current _____.
8. Advocacy advertising allows an organization to explain its stand on a particular issue and to try to change _____.

10) Answer the following questions:

1. How is advertising used in public relations?
2. In what way does the success in public relations affect the economic success of the organization?
3. What are the five types of public relations advertising?
4. What is image-building advertising designed for?
5. What can you say about financial advertising?
6. What sort of information does public service advertising supply?
7. What is the purpose of advocacy advertising?
8. What does announcement advertising focus on?

11) Explain the following:

Success in public relations, which indirectly affects the economic success of the organization, is shown by increased public regard for the organization.

12) Sum up the contents of the text in one or two sentences.

13) Render the following item in English:

Функции рекламы

1. Маркетинговая (продвижение товара к потребителю).
2. Информативная (информирует потребителей о товарах).
3. Экономическая (стимулирует продажи).
4. Образовательная (ускоряет темпы научно-технического прогресса).
5. Социальная (апеллирует к общечеловеческим ценностям: сохранению окружающей среды, здоровью, заботе о ближних и т.п.).
6. Политическая.

Общие требования к рекламе

1. Реклама должна быть распознаваема без специальных знаний или без применения технических средств.
2. Реклама на территории Российской Федерации распространяется на русском языке и по усмотрению рекламодателей дополнительно на государственных языках республик и родных языках народов Российской Федерации.
3. Не допускается реклама товаров, запрещенных к производству и реализации.
4. Реклама о самом рекламодателе, не имеющем специального разрешения (лицензии) на деятельность, не допускается.
5. Реклама товаров, подлежащих обязательной сертификации, должна сопровождаться пометкой «подлежит обязательной сертификации».
6. Использование в рекламе объектов интеллектуальной собственности допускается в порядке, предусмотренном законодательством.
7. Реклама не должна побуждать граждан к насилию, агрессии, возбуждать панику, а также побуждать к опасным действиям.
8. Реклама не должна побуждать к действиям, нарушающим природоохранное законодательство.

Text B

The American National Advertisers and Publishers Information Bureau suggests several characteristics that distinguish public relations advertising. The following list uses the word “company”, but the concept is applicable to any organization, including nonprofit, voluntary, and trade groups.

1. It must educate or inform the public regarding the company’s policies, functions, facilities, objectives, ideals, and standards.
2. It must create a climate of favorable opinion about the company by stressing the competence of the company’s management, accumulated scientific knowledge, manufacturing skills, technological progress, and contribution to social advancement and public welfare.
3. It must build up the investment qualities of the company’s securities or improve the financial structure of the company.
4. It must sell the company as a good place in which to work, often in a way designed to appeal to graduates or people with certain skills.

□ Notes:

The American National Advertisers and Publishers Information Bureau — Национальное бюро информации американских рекламодателей и издателей.

□ Vocabulary:

distinguish — отличать, различать

concept — понятие, идея

applicable — применимый

nonprofit — некоммерческий, нерентабельный, общественный

voluntary — добровольный

trade — торговый, коммерческий

regarding — относительно, касательно

facilities — условия, удобства, средства обслуживания

objectives — цели

create — создавать

favorable opinion — благоприятное мнение

stress — подчеркивать, выделять

competence — компетентность

manufacturing skills — навыки производства

contribution to smth. — вклад во ч.-л.

social advancement — социальный прогресс

public welfare — благосостояние общества

build up — создавать, повышать, наращивать

securities — ценные бумаги

improve — улучшать

appeal to smb. — привлекать к.-л., нравиться к.-л., импонировать

graduate — выпускник

Exercises

1) Find the English equivalents in the text:

это понятие применимо к; информировать общественность, принимая во внимание политику фирмы; создать климат благоприятного мнения о фирме; вклад в социальный прогресс и благосостояние населения; улучшать финансовую структуру фирмы.

2) Find the terms in the text which describe or mean the following:

1. an idea of how smth. is, or how smth. should be done —
2. done willingly, without being forced or without being paid —
3. smth. that you are working hard to achieve —
4. to recognize or understand the difference between two similar things, people, etc. —
5. smth. that you give or do in order to help smth. to be successful —
6. condition of having good health, comfortable living and working conditions, happiness, etc. —
7. views of the public in general —

3) Translate the following words and word-combinations into Russian and use them in sentences of your own:

1. voluntary organizations
trade organizations
non-governmental organizations
non-profit organizations
2. company's policies, functions, facilities, objectives, ideals, and standards
3. build up the investment qualities of the company's securities
4. designed to appeal to graduates
5. to invest one's money (in stocks, in bonds, in land)
the stock is a good investment
investment bank
short-term/long-term investment
investment qualities
investor
6. to sell (dear; cheap; at a loss; well, badly; off, out)
sale of services/goods
goods on sale
cash sale
winter/summer sale

4) Match the words having the opposite meaning:

national	to damage
to improve	to spend
voluntary	negative
favorable	poverty
to accumulate	global

welfare	forcible
to create	to worsen

5) Make up sentences with the following word-combinations and translate them:

1. to suggest several characteristics
2. accumulated scientific knowledge
3. contribution to social advancement
4. to build up the investment qualities of the company's securities
5. designed to appeal to graduates or people with certain skills
6. to improve the financial structure of the company

6) Complete the sentences with the following words (*place; regarding; distinguish; favorable; applicable*):

1. The concept is _____ to any organization.
2. Public relations advertising must sell the company as a good _____ in which to work.
3. It must create a climate of _____ opinion about the company.
4. It must educate the public _____ the company's policy, functions, facilities, objectives, ideals, and standards.
5. The Bureau suggests several characteristics that _____ public relations advertising.

7) Complete the following sentences from the text and translate them into Russian:

1. The American National Advertisers and Publishers Information Bureau suggests ...
2. It must educate or inform the public regarding ...
3. It must build up the investment qualities ...
4. It must sell the company as a good place ...

8) Insert prepositions where necessary (*of; by; with; in; up; about; to*):

1. It must build _____ the investment qualities _____ the company's securities.
2. It must create a climate _____ favorable opinion _____ the company _____ stressing _____ the competence _____ the company's management.

3. It must sell the company as a good place _____ which to work, often _____ a way designed to appeal _____ graduates or people _____ certain skills.

9) Answer the following questions:

1. What are the characteristics distinguishing public relations advertising?
2. What's your opinion on them?
3. Can you add any other ideas?

10) Sum up the text in one sentence.

11) Render the following item in English:

Отличительными чертами рекламы являются:

1. неличное представление информации (использование средств рекламы);
2. платность распространения информации;
3. четкое указание рекламодателя (заказчика);
4. побуждение объекта коммуникации к конкретным действиям.

Общие цели рекламы совпадают с целями маркетинга, однако как элемент системы коммуникаций реклама имеет свои цели: информирование, убеждение, напоминание.

В своей книге «Реклама. Теория и практика» Ч. Сэндидж, В. Фрайбургер и К. Ротцолл приводят следующие основные задачи рекламы:

- 1) создание осведомленности о существовании товара или марки;
- 2) создание «образа марки» или благоприятной эмоциональной предрасположенности к марке;
- 3) внедрение информации о выгодах и преимуществах марки;
- 4) умение отразить или подорвать утверждения конкурентов;
- 5) способность исправлять превратные представления, развешать неправильную информацию и устранять другие помехи сбыту;
- 6) умение добиться признания своими и легкой узнаваемости упаковки или торговой марки;
- 7) умение создать образ фирмы и добиться благоприятного отношения к ней;

8) умение заложить «фундамент репутации» для последующего выхода на рынок с новыми марками или новыми товарными группами;

9) внедрение в сознание потребителей уникального торгового предложения;

10) подготовка потенциальных потребителей к визиту коммивояжера.

По нашему мнению, сюда следовало бы добавить еще такие задачи:

- напоминание потребителю о товаре, событии и местах продаж;
- поддержание в памяти потребителей осведомленности о товаре на необходимом уровне.

Text C

Advantages of Advertising

Advertising is paid and controlled mass communication. This means that the organization completely bypasses the newsroom gatekeepers and places its messages, exactly as written and formatted, with the medium's advertising department. Thus a primary reason for using advertising as a communications tool is that control of the message remains with the sender.

Some other advantages of advertising are its selectivity and the advertiser's control of the impact and timing.

Audience Selection

With advertising, you can reach a very specific audience. For example, commercials on stations can be find-turned to the audience with little regard for any other people. Advertisements in specialized publications can reach their readers with very little exposure to others. Different ideas can be conveyed to different groups, and efforts can be concentrated in the most important areas.

For any public relations program, certain groups or public are more important than others. Reaching them may be imperative, while reaching others may be optional. To be sure of reaching your key publics, you can rely on advertising.

□ Vocabulary:

advantages — сильные стороны; преимущества

mass communication — средство массовой коммуникации

bypass — обходить, объезжать; игнорировать
gatekeeper — цензор
message — сообщение; послание
format — форматировать; производить разметку текста
medium (pl. media) — среда; средство, способ
the medium — средство распространения рекламы (например, радиостанция, журнал, газета)
primary — первостепенный, главный, первый
remain — оставаться
sender — отправитель; экспедитор
selectivity — отбор; избирательность
impact — воздействие рекламы (на аудиторию)
timing — согласованное действие; срок, выбор времени, расчет времени
audience selection — отбор/подбор аудитории
commercials — рекламные ролики; рекламные вставки, передачи
reach — добираться до; достигать; охватывать, завоевывать (аудиторию рекламным сообщением по меньшей мере один раз за определенный период времени)
exposure — воздействие, контакт
convey — передавать
effort — усилие
imperative — императивный, обязательный, настоятельный
optional — необязательный, произвольный
publics — группы аудитории
key — основной, ключевой, главный
rely on smb. — полагаться на к.-л.; доверять к.-л.

Exercises

1) Find the English equivalents in the text:

платное и контролируемое средство связи; размещать свои сообщения; отдел рекламы; (очень) своеобразная аудитория; завоевать, охватить аудиторию.

2) Find the words in the text which describe or mean the following:

1. ways of sending information, such as using radio, television, or computers —
2. an individual who controls the flow of information —

3. a measure of the degree to which a receiver differentiates between signals from two or more broadcast stations —
4. the time, day, etc. when smth. does smth., especially when you are considering how appropriate this is —
5. to arrange a book, page, etc. according to a particular design or plan; to layout a document to be printed —
6. to be seen or heard by the audience —
7. if smth. is unimportant, you do not have to do it or use it, but you can choose to if you want to —
8. extremely important, necessary and urgent —

3) Translate the following word-combinations into Russian. Use them in sentences of your own:

to bypass the newsroom gatekeepers —
 written and formatted message —
 a primary reason for —
 a communications tool —
 control remains with the sender —
 the advertiser's control of the impact and timing —
 commercials can be fine-tuned to the audience —
 with little regard for any other people —

4) Match the words which are close in their meaning:

primary	necessary
to remain	to win
to reach	to stay behind
key	important
different	voluntary
optional	various
imperative	main

5) Match the words having the opposite meaning:

imperative	worthless
paid	to distrust
to expose	partially
important	voluntary

to rely on	to be doubtful
to be sure of	roughly
completely	to conceal
exactly	free

6) Insert prepositions where necessary (*with; in*):

1. The organization places its messages _____ the medium's advertising department.
2. Control of the message remains _____ the sender.
3. _____ advertising you can reach _____ a very specific audience.
4. Advertisements _____ specialized publications can reach _____ their readers _____ very little exposure to others.

7) Complete the sentences with the following words (*advantages; reach; exposure; advertising; imperative; publics; commercials*):

1. _____ is paid and controlled mass communication.
2. Some other _____ of advertising are its selectivity and the advertiser's control of the impact and timing.
3. With advertising, you can _____ a very specific audience.
4. _____ on stations can be fine-tuned to the audience with little regard for other people.
5. To be sure of reaching your key _____, you can rely on advertising.
6. Reaching certain groups or publics may be _____.
7. Advertisements in specialized publications can reach their readers with very little _____ to others.

8) Complete the following sentences from the text and translate them into Russian:

1. Advertising is paid and...
2. Thus a primary reason for using advertising...
3. For example, commercials on stations can be fine-tuned to...
4. Different ideas can be conveyed to...
5. Reaching them may be imperative, while...

9) Make up questions for these answers:

1. _____ ? Advertising is paid and controlled mass communication.

2. _____? A primary reason for using advertising as a communications tool is that control of the message remains with the sender.
3. _____? Some other advantages of advertising are its selectivity and the advertiser's control of the impact and timing.
4. _____? Advertisements in specialized publications can reach their readers with very little exposure to others.
5. _____? To be sure of reaching your key publics, you can rely advertising.

10) Explain the following:

1. With advertising, you can reach a very specific audience.
2. For any public relations program, certain groups or publics are more important than others.

11) Explain the grammatical structure of the sentence. Write down two sentences of your own with the same form:

With advertising, you can reach a very specific audience.

12) Develop the idea of audience selection, begin with the sentence. Use no more than 80 words:

With advertising, you can reach a very specific audience.

13) Sum up the contents of the text in one sentence.

14) Render the following item in English:

К основным принципам рекламы можно отнести:

Принцип повторения — хорошо запоминается та информация, которая повторяется; многократное повторение сообщения адаптирует к нему психику человека, формирует у него требуемые наклонности к действию.

Принцип непрерывного усилия — постепенное наращивание усилий в рекламном сообщении положительно воспринимается людьми. Человеческий сенсорный аппарат противится резким всплескам информации.

Реклама как форма платной и личной коммуникации

Следует иметь в виду, что реклама является платной и личностность плательщика известна. Хорошо это или плохо, но, стал-

киваясь с объявлением, мы сразу узнаем, кто именно пытается продать нам товар или услугу. И само собой разумеется, что рекламодатель оплатил время и место, использованные для открытой попытки уговорить нас. (Если учесть, что некоторые ведущие рекламодатели тратят до 600 млн долл. ежегодно, станет понятнее, насколько серьезна гонка за ускользающими потребителями.)

Text D

Control of the Message

Gatekeepers frequently alter or truncate the news or features they receive. Smth. the changes do little harm, but occasionally the blue pencil ruins an idea or eliminates an important point. Your communications plan may involve informing the public about subject A before you say anything about subject B, but if a gatekeeper changes the order or eliminates one story, the sequence is destroyed. With advertising, however, you can be sure that your message is reproduced in the exact words you choose and in the sequence you have planned.

Control of Impact

With advertising, you can make your messages as big, frequent, and powerful as you choose. The gatekeeper may think your message is worth a 4-inch space on page 9, but if you think it deserves major treatment, you can buy a whole page. And if you want the idea repeated, you can buy as many ads as the budget permits. The broadcast media present similar problems and opportunities. Your news item or features idea may not be used — or, if used, may be cut to a few words — but your advertisement will be used without alteration.

Control of Timing

If timing is an important factor, advertising can guarantee that your message will be timely. Prompt response to a public issue, a fixed sequence of message, continuity of communication — all can be maintained through advertising. To the gatekeeper, your message may be just as usable on Tuesday as on Wednesday; but for your purpose, Tuesday may be a day too early or Wednesday a day too late. You can't be sure unless you pay for it. To a magazine editor, May can be as timely as June, but to you, May can be premature. If you want your message presented in June, you can guarantee the date by buying an advertisement.

□ Vocabulary:

alter — менять, изменять

alteration — изменение

truncate (the news) — использовать часть целого (новостей, сообщения), сокращать

do harm — наносить вред

feature — занимательная статья; занимательный очерк; рубрика (в газете или журнале)

eliminate — уничтожить, разрушить, отменить

sequence — последовательность, порядок

frequent — частый, периодичный

treatment — обращение, обхождение; трактовка, подход

be worth — стоить

ads = advertisements — рекламные объявления

item — газетная заметка, статья

deserve — заслуживать

permit — позволять

present problems — представлять собой проблемы

cut to — сокращать, урезать до

timely — своевременный

prompt response to — быстрый ответ на

issue — проблема, вопрос

fixed — неизменный, установленный, постоянный

continuity — последовательность, непрерывность, преемственность

maintain — поддерживать, сохранять

purpose — цель

unless — если не

editor — редактор

premature — преждевременный

guarantee — гарантировать, обеспечивать

present a message — зд. поместить сообщение

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

изменять или использовать часть сообщения; причинять небольшой вред; последовательность нарушена; так, как Вам это

надо; столько объявлений, сколько позволяет бюджет; может быть сокращено до нескольких слов; быстрый ответ на; может быть преждевременным; можно установить дату выхода, купив.

2) Find the words in the text which describe or mean the following:

1. the removal or destruction of smth. —
2. a piece of writing about a subject in a newspaper or a magazine, or a special treatment of a subject on television or the radio —
3. a spoken or written piece of information that you send to another person —
4. a plan of how a person or organization will spend the money that is available in a particular period of time, or the money itself —
5. to change, or to make smb. or smth. change —
6. the order that events or actions happen in, or are supposed to happen in —
7. to make it certain that smth. will happen —
8. to include smth. as a necessary part or result —

3) Translate the following word-combinations into Russian and use them in sentences of your own:

1. to alter smth. or smb.
without alteration
to make alterations
2. to leave a message for smb.
to take a message for smb.
to send a message to smb.
to get the message
a messenger
a bike-messenger
to blame the messenger
3. frequent
a frequent visitor
to frequent (usually passive)
the hotel is frequented by..
frequently
frequency
4. means of communication
communication skills
to be communication with smb.

a communications plan
a communications satellite

4) Translate the following sentences into Russian:

1. Gatekeepers frequently alter or truncate the news or features they receive.
2. With advertising, you can make your messages as big, frequent and powerful as you choose.
3. If you want the idea repeated, you can buy as many ads as the budget permits.
4. If timing is an important factor, advertising can guarantee that your message will be timely.
5. You can't be sure unless you pay for it.

5) Match the words which are close in their meaning:

frequently	to remove
to alter	to be worthy of
harm	alike
occasionally	to submit
to eliminate	appropriate
to deserve	regularly
to guarantee	from time to time
similar	to secure
timely	wrong
to present	to change

6) Match the words having the opposite meaning:

prompt	overdue
powerful	to refuse
to maintain	incorrect
to involve	impotent
harm	to exclude
major	mess
premature	insignificant
to permit	to neglect

order	tardy
exact	good

7) Make up 5 questions to the text, beginning with:

why; what; where; how; when.

8) Insert prepositions where necessary (*to; in; by; without*):

1. You can be sure that your message is reproduced _____ the exact words you choose and _____ the sequence you have planned.
2. Your item news may be cut _____ a few words.
3. The broadcast media present _____ similar problems and opportunities.
4. Your news item or feature idea may or may not be used — but your advertisement will be used _____ alteration.
5. If you want your message presented in June, you can guarantee the date _____ buying an advertisement.

9) Complete the sentences from the text with the following words (*gatekeeper; message; eliminates; guarantee; ads; present*):

1. ... occasionally the blue pencil ruins an idea or _____ an important point.
2. If a _____ changes the order or eliminates one story, the sequence is destroyed.
3. If you think your _____ deserves major treatment, you can buy a whole page.
4. If you want the idea repeated, you can buy as many _____ as the budget permits.
5. The broadcast media _____ similar problems and opportunities.
6. If timing is an important factor, advertising can _____ that your message will be timely.

10) Can you explain the following?

1. With advertising, you can make your message as big, frequent, and powerful as you choose.
2. If timing is an important factor, advertising can guarantee that your message will be timely.

11) Agree or disagree:

1. The broadcast media present similar problems and opportunities.
2. Prompt response to a public issue, a fixed sequence of message, continuity of communication — all can be maintained through advertising.

12) Give the main idea of the text in one sentence.**13) Develop the following statement in writing. Use no more than 80 words:**

With advertising, you can be sure that your message is reproduced in the exact words you choose and in the sequence you have planned.

14) Render the following text in English:

Важным аспектом рекламной деятельности и залогом ее успеха является правильное позиционирование рекламируемого товара на рынке, т.е. обеспечение ему не вызывающего сомнения, четко отличного от других, желательного места на рынке и в сознании целевых потребителей.

Известный рекламист Дэвид Огилви писал: «Результаты вашей кампании в меньшей степени зависят от того, как написана реклама, чем от того, как позиционирован товар».

Позиция выбирается и формируется на базе учета следующих основных ее элементов:

- 1) **выгоды клиента**, т.е. эмоциональной причины для покупки данного товара данной фирмы;
- 2) **целевого рынка** — четко определенных, наиболее выгодных для фирмы потенциальных покупателей;
- 3) **конкурентов** — всех претендующих на завоевание доли целевого рынка фирмы.

При позиционировании могут быть использованы два подхода:

- 1) представить товар как еще один в ряду предлагаемых товаров. В этом случае основной акцент следует делать на рекламе, базирующийся на эмоциональном воздействии;
- 2) представить товар как новинку, принципиально отличающуюся от товаров данной группы (по одному или ряду параметров). Здесь более эффективны аргументы рационального характера.

Text E

Disadvantages of Advertising

Although institutional advertising can be effective in getting key messages to specific audiences, there are some disadvantages.

Cost

Paid space is expensive. Ads in multiple media outlets, which are necessary for message penetration, can cost thousands of dollars in the trade press and millions in the consumer press. The most extreme example is the annual Super Bowl football game, during which a 30-second television commercial costs about \$900,000.

The high cost of buying space for advertising has led many companies to shift more of their marketing communications budgets to product publicity, direct mail, and telemarketing.

□ Notes:

Super Bowl — Суперкубок (встреча команд-победительниц американского футбола Национальной и Американской конференций после окончания сезона). Игры на Суперкубок проводятся с 1967 г.

□ Vocabulary:

disadvantages — слабые стороны, недостатки

institutional — казенный, скучный, холодный

paid space — оплаченное место (в СМИ)

multiple — множественный, многократный, многочисленный

outlet — рынок сбыта, рыночный канал, канал реализации

penetration — проникновение

consumer — потребитель

annual — ежегодный

to shift — передвинуть, сместить, сдвинуть, переместить

product publicity — пропаганда товара

direct mail — прямая почтовая рассылка рекламы, директ-мейл

telemarketing — телемаркетинг, телефонный маркетинг

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

недостатки рекламы; действенный; важные сообщения; платное место; ежегодный футбольный матч на Суперкубок; телевизионный рекламный ролик.

2) Find the words in the text which describe or mean the following:

1. the member or type of people who regularly watch or listen to a particular program —
2. happening once a year —
3. particular, or detailed, or exact —
4. smth. that is not favorable or that causes problems —
5. to enter smth. or pass through it, especially when this is difficult —

3) Translate the following words and word-combinations into Russian. Use them in sentences of your own:

specific audience —
 multiple media outlet —
 message penetration —
 trade press —
 consumer press —
 a 30-second television commercial —
 product publicity —
 direct mail —
 telemarketing —

4) Match the words which are close in their meaning:

specific	to get through
expensive	to purchase
trade	particular
to penetrate	business
to shift	costly
to buy	to change

5) Match the words having opposite meaning:

specific	cheap
expensive	to remain
trade	entertainment

to penetrate	to sell
to shift	indefinite
to buy	to ricochet

6) Complete the following sentences from the text and translate them into Russian:

1. Paid space is _____.
2. Ads in multiple media outlet can cost _____.
3. The high cost of buying space for advertising has led _____.

7) Write down the questions to the following answers:

1. _____? Although institutional advertising can be affective in getting key messages to specific audiences, there are some disadvantages.
2. _____? Paid space is expensive.
3. _____? Ads in multiple media outlets are necessary for message penetration.
4. _____? Ads in multiple media outlets can cost thousands of dollars in the trade press and millions of dollars in the consumer press.
5. _____? The most extreme example is the annual Super Bowl football game, during which a 30-second television commercial costs about \$900,000.

8) Give the main idea of the text in one sentence.

9) Render the following item in English:

Позиционирование дает возможность оптимального выбора такого важного элемента любой рекламой акции, как уникальное торговое предложение (УТП).

УТП — оригинальный призыв, выделяющий товар из ряда ему подобных и побуждающий потребителя рекламы осуществлять нужные рекламодателю действия.

К. Ривс подчеркивал важность выделения одной сильной темы кампании и последующего повторения ее на всем протяжении кампании. Эта сильная тема и есть УТП. Упомянутый известный американский рекламист отмечает, что «предложение должно быть таким, какого конкурент либо не может дать,

либо просто не выдвигает. Оно должно быть уникальным. Его уникальность может связываться с уникальностью товара, но значительно чаще с утверждением, которого еще не давали в данной сфере рекламы». Он говорил, что УТП — это главное положительное отличие товара нашего рекламодателя от конкурирующих. Предложение как бы говорит каждому отдельно-му читателю: «Купи именно этот товар и получишь эту специ-фическую выгоду».

По нашему мнению, УТП, как правило, должно выражать и доводить до потенциального потребителя позицию фирмы и/или товара.

Как известно, эффективное рекламное обращение должно:

- 1) привлекать и удерживать внимание целевой аудитории;
- 2) прямо или косвенно доносить до аудитории необходимое представление о предмете рекламы;
- 3) вызывать положительную ответную реакцию.

Для достижения этих целей разработаны различные модели рекламного воздействия на объекты рекламы. С нашей точки зрения, наиболее удачной является схема-формула AIDA, смысл которой заключается в том, что для достижения рекламных целей у объекта рекламы необходимо последовательно сформировать следующие реакции:

1. *Внимание* (ATTENTION) — привлечь внимание к реклам-ному сообщению и предмету рекламы.

2. *Интерес* (INTEREST) — пробудить интерес к информа-ции, содержащийся в сообщении.

3. *Желание* (DESIRE) — вызвать желание последовать сове-ту рекламы.

4. *Действие* (ACTION) — побудить к действию в интересах рекламодателя.

Планируя рекламную работу, необходимо помнить, что все рекламные воздействия должны осуществляться с учетом тре-бований данной схемы.

Text F

Credibility

Public relations executives are fond of saying, “Advertising raises awareness, but publicity published as news stories creates credibility”.

Because they are controlled messages, advertisements are generally less believable than publicity that appears in the news columns or on broadcast news shows. The public perceives that news reports have more credibility because purportedly objective journalists, who are independent of the organization, have evaluated the information on the basis of truth and accuracy.

Indeed, a major value of publicity is the concept that a third party, the medium, has endorsed the information by printing or broadcasting it. Advertisements have no such third-party endorsement because anyone with enough money can place an advertisement, provided that it meets the acceptance standards of the medium.

□ **Vocabulary:**

credibility — доверие; достоверность; репутация

be fond of smb., smth. — любить к.-л., ч.-л.

publicity — пропаганда, реклама, гласность

awareness — осведомленность, знание

news story — газетное сообщение; информационный материал

news column — раздел новостей; рубрика, колонка

broadcast — вещать; распространять, вести радиопередачу

news show — программа новостей; новости

perceive — понимать; чувствовать, ощущать

news report — газетное сообщение

purportedly — намеренно, с целью, нарочно

objective — объективный

evaluate — оценить

truth — правда; истина

accuracy — точность, правильность; тщательность

major — крупный; главный, основной

the medium — средство распространения рекламы, носитель рекламы (например, вещательная станция, газета)

endorse — подтвердить, одобрить; утвердить

endorsement — одобрение, подтверждение

provided that — при условии, что

meet — удовлетворять, отвечать

standards — нормы, стандарты

acceptance — принятие, одобрение; приемка; акцепт

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

специалист по паблик рилейшнз; создавать репутацию; менее достоверный; объективный журналист; на основе ч.-л.; подтвердить достоверность информации; поместить рекламное объявление; при условии, что; отвечать нормам приемлемости.

2) Find the words in the text which describe or mean the following:

1. smb. who manages others in an organization, especially a business or company, or helps decide what the organization will do —
2. the business of making sure that people know about a new product, movie etc., or about what a particular famous person is doing —
3. the quality of deserving to be believed and trusted —
4. to say in an advertisement that other people should buy particular product —
5. a level of quality, skill, ability, or achievement by which smb. or smth. is judged, that is considered to be necessary or acceptable in a particular situation —

3) Translate the following word-combinations into Russian and use them in sentences of your own:

1. to set new standard for smth.
to maintain high standards of smth.
to be up to standard
to meet a standard
to raise/to lower a standard
2. above/below standard
a major value of publicity
a publicity campaign

4) Match the words which are close in their meaning:

to believe	idea
credibility	to approve
objective	to trust
to endorse	free

concept	confidence
independent	disinterested

5) Match the words having the opposite meaning:

to believe	to ban
credibility	percept
objective	biased
to endorse	subordinate
concept	to doubt
independent	mistrust

6) Complete the sentences from the text with the following words (*truth; publicity; endorsement; concept; credibility; independent*):

- Advertising raises awareness, but publicity published as news stories creates _____.
- Advertisements are usually less believable than _____ that appears in the news columns.
- Purportedly objective journalists... have evaluated the information on the basis of _____ and accuracy.
- Purportedly objective journalists... are _____ of the organization.
- A major value of publicity is the _____ that a third party, the medium, has endorsed the information by printing or broadcasting it.
- Advertisements have no such third-party _____ because anyone with enough money can place an advertisement.

7) Insert prepositions where necessary (*by; with; on; of*):

- A major value of publicity is the concept that a third party has endorsed the information _____ printing or broadcasting it.
- Public relations executives are fond _____ saying it.
- Purportedly objective journalists are independent _____ the organization.
- They have evaluated _____ the information _____ the basis of truth and accuracy.
- Anyone _____ enough money can place an advertisement.

8) Make up 5 questions to the text.

9) Can you explain the following?

Because they are controlled messages, advertisements are generally less believable than publicity that appears in the news columns or on broadcast news shows.

10) Give the main idea of the text in one sentence.**11) Render the following item in English:**

Недостовойной является реклама, в которой присутствуют не соответствующие действительности сведения в отношении:

- таких характеристик товара, как природа, состав, способ и дата изготовления, назначение, потребительские свойства, условия применения, знаки соответствия государственным стандартам, место происхождения;
- наличия товара на рынке;
- стоимости товара на момент распространения;
- доставки, обмена, возврата, ремонта товара;
- гарантийных обязательств, срока службы;
- использования терминов в превосходной степени, в том числе путем употребления слов «самый», «только», «лучший», «абсолютный», «единственный» и т.п., если их невозможно подтвердить документально;
- ссылок на какие-либо гарантии потребителю рекламируемых товаров.

Недостовверная реклама не допускается.

Text G

Timing and Context

“Let’s run an ad in the newspaper” is a frequent reaction to a crisis. This approach has one major fault. It is usually too late.

This is particularly true when the crisis has already been reported by the media and the public has already developed strong opinions on the subject. For example, an organization accused of wrongdoing rarely does a good job of defending itself by spending a lot of money on advertisements denying responsibility.

After the Valdez oil spill in Alaska, Exxon placed several ads defending itself against charges of doing too little to contain the oil spill, but the public perceived the ads as insincere.

Notes:

the Valdez oil spill in Alaska — одна из крупнейших экологических катастроф — авария нефтеналивного супертанкера «Эксон Валдиз» (Exxon Valdez) компании «Эксон» (Exxon Corp.) 24 марта 1986 г. у берегов залива Принс-Уильям (Prince William Sound) недалеко от порта Валдиз на Аляске. Из цистерн танкера вытекло 41,6 млн литров нефти, которая уничтожила все живое на сотни километров вокруг.

Vocabulary:

context — содержание, контекст

approach — подход

fault — недостаток; ошибка, промах

develop opinions on smth. — составлять мнения о ч.-л.

accuse smb. of smth. — обвинять к.-л. в ч.-л.

wrongdoing — правонарушение

rarely — редко

defend — защищать

deny — отрицать, отказываться, отпираться

responsibility — ответственность

place an ad/run an ad — поместить объявление

charge — обвинение

contain — укрощать; сдерживать (от распространения)

oil spill — разлив нефти

insincere — неискренний

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

поместить объявление; составить мнение о; крупная ошибка; обвинить к.-л. в ч.-л.; тратить деньги на; отказываться от несения ответственности.

2) Find the words in the text which describe or mean the following:

1. a method of doing smth. or dealing with a problem —
2. smth. that smb. should be blamed for, if smth. bad has happened because they made a mistake or failed to do smth. —
3. based on facts, and not imagined or invented —

4. not often —
5. to use arguments to protect smth. or smb. from criticism, or to prove that smth. is right —
6. a written or spoken statement blaming smb. for doing smth. bad or illegal —
7. to stop smth. from spreading or escaping —
8. to notice smth., especially smth. that is difficult to notice; to become aware of smth. —

3) Translate the following words and word-combinations into Russian:

- a frequent reaction to —
 it's usually too late —
 the crisis has already been reported —
 to develop strong opinions on —
 to accuse smb. of —
 to do a good job of —
 to deny smth. —
 to run/to place an ad —
 to perceive smth./smb. as —

4) Match the words:

to do	responsibility
to run	a good job
to develop	of wrongdoing
to deny	strong opinions
to accuse	an ad

5) Match the words which are close in their meaning:

frequent	to charge
to develop	repeated
to accuse	authority
to defend	to work out
sincere	to protect
responsibility	genuine

6) Match the words having the opposite meaning:

to develop	to attack
to accuse	immunity
to defend	dishonest
sincere	rare
responsibility	to praise
frequent	to confine

7) Complete the following sentences from the text and translate them:

1. The approach has one major fault: _____.
2. This is particularly true when the crisis has already been reported by _____.
3. _____ is a frequent reaction to the crisis.
4. _____ by spending a lot of money on advertisements denying responsibility.
5. _____, but the public perceived the ads as insincere.

8) Insert prepositions (*on; of; by; in; for*):

1. Let's run an ad _____ the newspaper.
2. _____ example, an organization accused _____ wrongdoing rarely does a good job _____ defending itself _____ spending a lot _____ money _____ advertisements denying _____ responsibility.
3. This is particularly true when the crisis has already been reported _____ the media and the public has already developed strong opinions _____ the subject.

9) Answer the following question:

1. How do people frequently reach to a crisis? Why is this approach wrong?
2. Can you prove that it is usually too late?
3. What do you know about the Valdez oil spill in Alaska?

10) Agree or disagree:

This approach has one major fault. It is usually too late.

11) Give the main idea of the text in one sentence.

12) Render the following text in English:

Теперь, когда вы сформировали свое мнение о том, что ваш товар уникален, определили, кому он адресован, и что вы лучше, чем ваши конкуренты, подумайте о том, чтобы ваша рекламная деятельность не смогла навредить вам и вашему уникальному торговому предложению (УТП).

Основные правила рекламной деятельности:

- а) реклама должна вызывать интерес;
- б) реклама должна быть правдивой: обманув один раз, можно навсегда потерять доверие;
- в) реклама должна быть корректной по отношению к другим фирмам;
- г) реклама должна быть тактичной, ненавязчивой.

Следовательно, **реклама** — это оплаченное присутствие в средствах массовой информации сведений о фирме, товаре (услуге или идее), имеющее целью увеличить известность фирмы и ее обороты.

Реклама преследует две взаимосвязанные цели: познакомить потенциальных клиентов с фирмой, продуктом, услугой и склонить людей к опробованию продукта, а в дальнейшем — к совершению повторной покупки. Оплаченная реклама — лишь одно из эффективных средств маркетинговой коммуникации.

UNIT 10

TYPES OF PUBLIC RELATIONS ADVERTISING

Text A

The largest percentage of public relations advertising is done in magazines, with network television and newspapers and Sunday supplements is second and third place, respectively. The trend is increasingly to target niche audiences.

Magazines, which are already very specialized, will probably continue to get the lion's share of "image" advertising, and network television will lose ground to cable network.

There are several types of public relations advertising. At times, the distinctions between categories can become blurred; however, we will deal with five basic types: image-building, investor and financial relations programs, public service messages, advocacy, and announcements.

❑ **Vocabulary:**

percentage — процентное отношение

do the advertising — заниматься рекламой; помещать рекламные объявления

supplements — приложения; специальные выпуски

respectively — соответственно

trend — тенденция

increasingly — в основном

target — иметь целью; нацелиться

niche audiences — нужные (для фирмы)/«свои» аудитории

the lion's share — львиная доля

lose ground to smb. — отставать от к.-л.

distinctions — различия

become blurred — стираться; стать размытым, неясным; принять неясные очертания

deal with — рассматривать; иметь дело с

public service — коммунальные услуги, коммунальное обслуживание; государственная служба

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

престижная реклама; воскресные предложения; нужные аудитории; сеть телевидения; кабельное телевидение; иметь дело с; рассматривать.

2) Find the words in the text which describe or mean the following:

1. an amount or member that is part of total amount, when the total is thought of as having 100 parts —
2. a group of radio and television stations, which broadcast many of the same programs in different parts of the country —
3. an additional part at the end of the book, or a separate part of a newspaper, magazine, etc. —

4. to make smth. have an effect on a limited group or area —
5. a general tendency in the way a situation is changing or developing —
6. the part of smth. that belongs to you, or that should be paid for or done by you —

3) Translate the following words into Russian and use them in sentences of your own:

public service messages —
 to target niche audiences —
 Sunday supplements —
 to lose ground to —
 to become blurred —
 at times —
 public relations advertising —

4) Match the words which are close in their meaning:

largest	to carry on
basic	difference
to continue	biggest
blurred	to miss
distinction	cloudy
to lose	fundamental

5) Match the words having the opposite meaning:

largest	clear
basic	to win
to continue	inessential
blurred	similarity
distinction	smallest
to lose	to cease

6) Complete the sentences from the text and translate them into Russian:

1. The trend is increasingly to...
2. Magazines which are already very specialized will probably continue to get...

3. At time, the distinctions between categories can become blurred; however, ...

7) Insert prepositions (*to; of; in; with; between*):

1. The largest percentage _____ public relations advertising is done _____ magazines.

2. Magazines will probably continue to get the lion's share _____ "image" advertising, and network television will lose ground _____ cable network.

3. At time, the distinctions _____ categories can become blurred.

4. We will deal _____ five basic types.

8) Answer the following question:

1. In what order is public relations advertising done?

2. What is this trend increasingly to target?

3. Will network television or magazines continue to get the lion's share of "image" advertising?

4. What are the basic types of public relations advertising?

9) Agree or disagree:

Magazines, which are already specialized, will probably continue to get the lion's share of "image" advertising, and network television will lose ground to cable network.

10) Give the main idea of the text in one sentence.

11) Develop the following statement in writing. Use no more than 80 words:

The largest percentage of public relations advertising is done in magazines.

12) Render the following text in Russian:

Газетно-журнальная реклама

Газетная реклама является самой читаемой в мире. Общий объем затрат на нее составляет примерно 40% всех рекламных расходов в мире.

Что обычно учитывает рекламодатель или рекламное агентство, давая объявление в газету? Прежде всего направленность

тех или иных средств массовой информации. Далее учитываются степень распространения газеты, частота ее выхода, возможность оформления газеты, наличие приложения и ряда других элементов и, конечно, цены на рекламу, которые зависят от очень большого числа факторов.

В каждой стране существуют тарифы на такого рода услуги, они колеблются в зависимости от престижа и масштабов распространения той или иной газеты.

Имеет значение и место в газете, где опубликовано рекламное объявление, использование цвета, фотографий, рисунков, общее оформление изображений и текста. Как правило, все это берут на себя рекламные агентства, действуя в контакте с отделами рекламы соответствующих газет.

Реклама в газете обращена к весьма значительной, но во многих случаях разнородной аудитории. Сегментация же товарного рынка, лежащая в основе фирменной ассортиментной политики, требует более четкого выделения «своего» потребителя.

В настоящее время четырехцветная печать широко используется большинством крупных изданий, но более мелкие до сих пор печатаются в черно-белом варианте — стиль «карандаш» (черные линии по белому фону).

В газетной рекламе следует указать конкретные даты проведения распродаж, цены, месторасположение магазина, часы работы, торговые марки представленных товаров.

В неспециализированных периодических печатных изданиях реклама не должна превышать 40% объема одного номера периодического печатного издания.

Text B

Image-building

Not only can advertising strengthen an organization's reputation and image, but it can also contribute to consumer and client acceptance of the organization's products and services. Consumers don't just buy a product; they also buy the company if it is perceived as being well managed, socially responsible, environmentally conscious, and willing to stand behind its products.

A good example of an image-building campaign is one by NYNEX, the telephone company serving New York State and New England. The company

decided to put a human face on high technology with a series of ads that focused on its employees working for and with customers to solve their telephone problems.

The attempt to humanize and personalize the company came after research indicated that people were turned off by advertisements that emphasized the cold, impersonal imagery of fiber-optic networks, microchips, and other high-technology hardware. Indeed, companies too often emphasize the wonders of technology without really paying attention to showing how it improves the quality of life for the consumer.

The NYNEX campaign had an internal component as well. By featuring typical employees and distributing glossy brochures about the campaign to the entire staff, it improved morale among employees.

❑ Vocabulary:

strengthen — укреплять; усиливать

contribute to smth. — вносить вклад во ч.-л., способствовать ч.-л.

acceptance — принятие, одобрение

consumer — потребитель

perceive — воспринимать, понимать, осознавать

well managed — хорошо управляемый

responsible — ответственный

be conscious — сознавать, понимать, ощущать

environment — окружающая среда; условия, обстановка

be willing — желать, очень хотеть ч.-л. делать

stand behind — зд. поддерживать, не отказываться от

to put a human face on — придать человеческий вид ч.-л.

high technology — передовая технология; высокая технология

focus on smth. — сосредоточивать внимание на ч.-л.

an employee — служащий

solve — решать, разрешать (проблемы)

an attempt — попытка

humanize — очеловечивать; смягчать

personalize — олицетворять

research — исследовать

turn off — отвлекать внимание

emphasize — подчеркивать; придавать особое значение

impersonal — беспристрастный, объективный, безличный

imagery — образность, образ

fiber-optic — светопроводный

microchips — микрочипы; микрокристаллы
hardware — технические средства, оборудование
improve — улучшать
wonders — чудеса
internal — внутренний; сокровенный
feature — изображать; показывать
distribute — распространять
entire — весь, полный, целый
morale — моральное состояние; боевой дух

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

репутация и престиж организации; товары и услуги организации; принятие (товара) потребителями и клиентами; понимать обстановку; передовая технология; решать проблемы; холодный безликий образ; и другое оборудование высоких технологий; улучшить качество.

2) Find the words in the text which describe or mean the following:

1. the opinion that people have about a particular person or thing because of what has happened in the past —
2. to make smth. stronger; to improve —
3. to get smth. by paying money for it —
4. an organization that makes or sells goods or services —
5. a series of actions intended to achieve a particular result, especially in politics or business —
6. smb. who buys goods or services from a store, company, etc. —
7. the degree to which your life is good or bad, this is shown by whether or not you are happy, healthy, able to do things you want to do, etc. —

3) Translate the following words into Russian. Use them in sentences of your own:

acceptance standards —
to find market acceptance —
to gain public acceptance —
consumer acceptance —
trade acceptance —

to have a good/bad reputation —
 to gain a reputation as smth. —
 to live up to one's reputation —
 to improve (the) morale —
 to undermine (the) morale —

4) Match the words which are close in their meaning:

to strengthen	aware
impersonal	consumer
conscious	to deal with
customer	impartial
to solve	effort
attempt	to make firm

5) Match the words having the opposite meaning:

to strengthen	ignorant
impersonal	to question
conscious	certainty
customer	to weaken
to solve	seller
attempt	friendly

6) Match the words:

to buy	the quality of life
to solve	a human face
a series of	attention to
to put	a product
to be environmentally	responsible
to be socially	a problem
to improve	conscious
to pay	ads

7) Complete the sentences with the following words (*acceptance; face; imagery; company; attention*):

1. Consumers don't just buy a product, they also buy the _____.

2. The company decided to put a human _____ on high technology with a series of ads.
3. Advertising can also contribute to consumer and client _____ of the organization's products and services.
4. ... people were turned off by advertisements that emphasized the cold, impersonal _____ of fiber-optic network, microchips, and other high-technology hardware.
5. Companies too often emphasize the wonders of technology without really paying _____ to showing how it improves the quality of life for the consumer.

8) Make up 5 special questions to the text and ask your fellow students to give answers to them.

9) Explain the grammatical structure. Use it in 2 sentences of your own.

Not only can advertising strengthen an organization's reputation and image, but it can also contribute to consumer and client acceptance of the organization's products and services.

10) Explain the following:

Consumers don't just buy a product; they also buy the company.

11) Give the main idea of the text in one sentence.

12) Render the following text in English:

«Престижная» реклама

При современных условиях недостаточно лишь произвести хороший товар, распределить продукцию, обеспечить маркетинг, разрекламировать и эффективно продать ее. Даже хорошая продукция может не иметь успеха, если ее производитель проводит слабую политику или не понимает интересов общества. Нужно, чтобы компания являлась достойным членом общества и как можно больше демонстрировала общественности свою полезную роль в нем. Это является причиной так называемой престижной, или фирменной, рекламы и также имеется в виду теми, кто планирует какую-либо рекламную кампанию.

Престижная реклама является, пожалуй, самой трудной из всех видов рекламы, чем, скорее всего, и объясняется тот факт, что очень многие возможности в ней не используются. Есть два

основных вида престижной рекламы. Первый ставит перед собой задачу информировать общественность о том большом вкладе, который вносит компания в благосостояние нации. Второй вид престижной рекламы использует менее открытый подход и заключается в том, что общественность что-то узнает или получает информацию по интересующим ее вопросам при простом упоминании компании-спонсора.

Перед тем как приступить к престижной рекламе, важно четко определить задачи и ту аудиторию, на которую она рассчитана. Здесь трудно составить удовлетворительный список средств информации, поскольку обычный критерий — отношение стоимости рекламы к тысяче людей, до которых она дошла, — может не играть заметной роли. Некоторые формы престижной рекламы могут быть использованы и для очень малой аудитории.

Престижная реклама имеет большое значение в поддержке экспертных операций. Существует свыше пятидесяти крупных международных журналов, таких как «Ридерс Дайджест» или «Тайм», большая часть тиража которых распространяется по всему миру. Объем рекламы в этих журналах ежегодно растет, причем наибольшую ее часть составляет престижная реклама. Это верный признак того, что она приносит результаты.

Text C

Investor and Financial Relations

A different type of public relations advertising is targeted to the financial community — individual and institutional investors, stock analysts, investment bankers, and stockbrokers. The objective is to portray a company's financial strengths and prospects in the most flattering way.

Such advertising is used extensively during proxy fights for control of companies, when a company is undergoing some major reorganization, or when the company believes it is being unfairly attacked by consumer groups or regulatory agencies. A variety of these ads can be seen in financial publications.

In one instance, Honeywell placed a full-page ad in the Wall Street journal to announce that it had won a major lawsuit against the Minolta Camera Company for infringing on its patents. The winning of the suit and the protection of its patents assured the financial community that Honeywell would continue to make profits on its technology.

□ Notes:

Honeywell — «Ханиуэлл». Компания по производству авиационного и электронного оборудования, а также приборов управления, промышленного оборудования.

□ Vocabulary:

community — общество, община

institutional — общественный (от institute — организация)

stock — акционерный капитал; акции, фонды

analyst — аналитик

stockbroker — биржевой брокер

objective — цель

portray — нарисовать, показать

strength — сила; мощь; стабильность

prospects — перспективы, план

flattering — лестный, льстивый

extensively — широко, пространно

proxy fights — борьба за передачу полномочий на фирмах

undergo — испытывать, переносить, подвергаться

unfairly — нечестно, несправедливо

regulatory — наводящий порядок, упорядочивающий

variety — разнообразие; множество

instance — пример

a full-page ad — рекламное объявление на всю страницу

win a lawsuit — выигрывать дело (юр.)

infringe — нарушать (закон, право, обещание)

protection — защита

assure smb. — заверить к.-л.

make profits — извлечь выгоду, получать доходы, прибыль

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

направлен на; целью является показать; в наиболее лестном виде; фирма подвергается; группа потребителей; поместить рекламу на всю страницу; выиграть (судебное) дело против; продолжать получать прибыль.

2) Find the words in the text which describe or mean the following:

1. smb. who makes a careful examination of events or materials in order to make judgements about them —
2. smb. whose job is to buy and sell stocks, etc. for other people —
3. smb. who gives money to a company, business, or bank in order to get a profit back —
4. to suffer a change, a bad experience, etc. which is done to you or happens to you —
5. to officially tell people about a decision or smth. that will happen; to give information to people —
6. to tell smb. that smth. will definitely happen or is definitely true, so that they are less worried —

3) Translate the following words into Russian. Use them in sentences of your own:

individual and institutional investors —
 stock analysts —
 investment bankers —
 stockbrokers —
 financial strengths and prospects —
 proxy fights for control of companies —
 regulatory agencies —

4) Match the words which are close in their meaning:

different	to confirm
individual	unlike
unfairly	to abuse
to make profits	exclusive
to assure	to gain
to attack	dishonestly

5) Match the words having the opposite meaning:

different	justly
individual	to lie
unfairly	to defend
to make profits	common
to assure	similar
to attack	to lose

6) Complete the following sentences from the text and translate them into Russian:

1. Such advertising is used extensively during proxy fights for control of companies, when a company...
2. The winning of the suit and the protection of its patients assured the financial community that...
3. A different type of public relations advertising is targeted to the financial community — individual and institutional investors...

7) Insert prepositions (*during; on; of; to; against; by; in; for*):

1. A different type _____ public relations advertising is targeted _____ the financial community.
2. Such advertising is used extensively _____ proxy fights _____ control of companies, when the company believes it is being unfairly attacked _____ consumer groups.
3. A variety _____ these ads can be seen _____ financial publications.
4. Honeywell will continue to make profits _____ its technology.
5. Honeywell announced that it had won a major lawsuit _____ the Minolta Camera Company for infringing _____ its patents.

8) Answer the questions:

1. Who does the financial community involve?
2. What's the objective of public relations advertising?
3. When is such advertising used?
4. Where can such advertising be seen?
5. What example of public relations advertising can you give?

9) Develop the following statement in writing. Use no more than 80 words.

A different type of public relations advertising is targeted to the financial community..

10) Give the main idea of the text in one sentence.

11) Render the following item in English:

Финансовая реклама

Иногда реклама может сыграть важнейшую роль в финансовой сфере паблик рилейшнз. Если какой-нибудь компании

нужно быстро связаться с держателями ее акций или широкой общественностью, то самым эффективным способом является размещение рекламы в центральной прессе или на телевидении. Особенно это важно тогда, когда начинается соперничество за ставки и контрольный пакет. Необходимость в крупномасштабной рекламе возникает в правовых вопросах, при приватизации и в случаях других обстоятельств подобного рода.

Text D

Sears had to reassure the financial community after its stock prices dropped following charges by several state regulatory agencies that the company defrauded customers at its auto repair centers. In a full-page Wall Street Journal ad, Sears laid out the steps it was taking to restore consumer confidence in the company: eliminating incentive compensation and goal-setting systems for employees, upgrading the company's quality control program, cooperating with state attorneys to investigate the charges, and helping organize a joint industry-government-consumer effort to establish uniform car repair industry standards.

The Sears ad, like many of these announcements, was written in the form of a letter signed by the corporation's chief executive officer.

Other forms of financial advertising are more routine. You can use an ad to announce the appointment of a key executive, the acquisition of another company, or a new stock offering. Some announcements are required by the SEC or other government regulatory bodies. Releasing news to the media may be adequate, but many corporations also use advertising to make sure that there can be no question about disclosure.

☐ Notes:

Sears = *Sears Rent-A-Car* — компания по прокату автомобилей торговой фирмы Sears, Roebuck and Co. Имеет филиалы во многих городах США.

☐ Vocabulary:

reassure — вновь подтвердить

drop — резко снижаться, падать

following — вслед за, после

defraud — обманывать

auto repair center — центр по ремонту автомобилей

lay out — планировать

take steps — принимать меры
restore — восстанавливать
confidence — доверие
eliminate — уничтожить, отменить
incentive — побуждение; прогрессивная система ч.-л.
compensation — жалование, заработная плата (в США)
goal — цель
upgrade — повышать, завышать
an attorney — прокурор (амер.)
investigate — расследовать, вести следствие
joint — совместный
effort — усилие
establish — учредить, установить
uniform — единый, единообразный
executive — исполнительный (adj.); руководитель (n.), администратор
routine — установившийся, шаблонный, рутинный
acquisition — принятие
offering — предложение
require — требовать
release — выпускать, выходить (в новостях)
adequate — соответствующий
make sure — убедиться, удостовериться
disclosure — раскрытие, разоблачение
question — сомнение

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

центр техобслуживания автомобилей; вернуть доверие покупателя; прогрессивная система зарплаты; программа компании по контролю качества; общие усилия промышленности, правительства и потребителя; установить единые нормы в индустрии ремонта автомобилей; исполнительный директор корпорации, глава фирмы; правительственные регулятивные органы; управляющий.

2) Find the words in the text which describe or mean the following:

1. a group of people who have the same interests, religion, race, etc. —

2. to trick a person or organization in order to get money from them —
3. to make smth. return to its former level or condition —
4. smb. who is paid to work for smb. else —
5. being the same in all its parts or among all its members —
6. regular and usual; ordinary and boring —
7. the money smb. is paid to do their job —

3) Translate the following words into Russian. Use them in sentences of your own:

stock prices —
 stockbroker —
 stock company —
 stock exchange —
 stock holder —
 stock index —

4) Match the words which are close in their meaning:

question	lure
incentive	doubt
to investigate	acceptable
joint	to need
to require	collective
adequate	to inspect

5) Match the words having the opposite meaning:

question	to ignore
incentive	to dispense with
to investigate	confidence
joint	deterrent
to require	unsuitable
adequate	individual

6) Complete the sentences with the following words and translate them into Russian (*routine; executive; required; question; defrauded; confidence*):

1. The company's stock prices dropped following charges by several state regulatory agencies that the company _____ customers at its auto repair centers.

2. Sears laid out the steps it was taking to restore consumer _____ in the company.
3. The Sears ad was written in the form of a letter signed by the corporation's chief _____ officer.
4. Other forms of financial advertising are more _____.
5. Some announcements are _____ by the SEC or other government regulatory bodies.
6. Many corporations also use advertising to make sure that there can be no _____ about disclosure.

7) Insert the following prepositions (*in; to; out; of; at; by*):

1. The company defrauded customers _____ its auto repair centers.
2. Some announcements are required _____ the SEC or other government regulatory bodies.
3. Releasing news _____ the media may be adequate.
4. _____ a full-page The Wall Street Journal ad, Sears laid _____ the steps it was taking to restore consumer confidence _____ the company.
5. The Sears ad was written _____ the form _____ a letter signed _____ the corporation's chief executive officer.
6. You can use an ad to announce the appointment _____ a key executive.

8) Write questions to the following sentences from the text:

1. _____? Sears had to reassure the financial community after its stock prices dropped.
2. _____? The company defrauded customers at its auto repair centers.
3. _____? Sears laid out the steps it was taking to restore consumer confidence in the company.
4. _____? The Sears ad, like many of these announcements, was written in the form of a letter.
5. _____? Other forms of financial advertising are more routine.

9) Explain the following:

Releasing news to the media may be adequate, but many corporations also use advertising to make sure that there can be no question about disclosure.

10) Give the main idea of the text in one sentence.

11) Develop the following statement in writing. Use no more than 50 words.

In a full-page *The Wall Street Journal* ad, Sears laid out the steps it was taking to restore consumer confidence in the company.

12) Render the following text in English:

Журнальная реклама имеет целый ряд преимуществ по сравнению с газетной. Обычный иллюстрированный журнал, не говоря уже о специальном, имеет довольно четко очерченную по специальным параметрам аудиторию. И кроме того, во многих случаях чисто полиграфические возможности журналов гораздо шире, чем газет. Выбирая журнал для публикации рекламы, учитывают не только аудиторию, но и частоту выхода журнала, возможность пограничного размещения материала. Конечно, величина даже самого большого объявления в журнале не может соперничать с размерами газетных реклам, но зато само качество подачи рекламного материала (от бумаги до цвета) здесь, несомненно, гораздо выше. Реклама, размещенная в деловых журналах, должна содержать большое количество подробностей о продукте: техническую информацию, условия продажи, конкретные производственные проблемы. Реклама в популярных журналах должна быть выдержана в более дружественном тоне.

В качестве иллюстрации в журнальной рекламе чаще всего используют фотографию — черно-белую или цветную, так как фотография более четко передает образ продукта. Фотография должна демонстрировать преимущества товара.

Также рекомендуется приложить к журнальной рекламе что-то, что привлечет читателя: рецепт, в котором используется данный товар, купон на скидку, образцы продукта, которые можно поцарапать, понюхать, пощупать.

Всю газетно-журнальную рекламу классифицируют по следующим группам:

- 1) реклама в традиционных газетах;
- 2) реклама в цветных иллюстрированных журналах;
- 3) реклама в специальных рекламных изданиях;
- 4) реклама в региональных и местных изданиях.

Text E

Public Service

Public service advertisements provide information, tips, and how-to suggestions. A number of nonprofit and charitable organizations use such advertising for public education, for example:

- The American Cancer Society gives information about vegetables and fruits that can reduce the risk of cancer.
- The American Heart Association informs people about the warning signs of a heart attack.
- The American Red Cross gives a list of don'ts to prevent the spread of AIDS.
- The American Lung Association warns people about the dangers of smoking.

Business also does public service advertising, to generate goodwill. In most cases, it is related to their products and services, for example:

- The Pacific Gas and Electric Company provide helpful hints on how to reduce energy costs during the winter months.
- The Shell Oil Company gives motorists hints on how to get better gasoline mileage.

□ Notes:

The American Cancer Society — Американское общество борьбы с раковыми заболеваниями.

The American Heart Association — Американская ассоциация борьбы с болезнями сердца.

The American Red Cross — Американское общество Красного Креста.

AIDS = Acquired Immune Deficiency Syndrome — СПИД = синдром приобретенного иммунодефицита.

The American Lung Association — Американская ассоциация борьбы с легочными заболеваниями.

The Pacific Gas and Electric Company — Тихоокеанская топливная компания.

The Shell Oil Company — «Шелл Ойл», нефтехимическая компания, одна из крупнейших в мире.

□ Vocabulary:

provide — предоставить, снабдить

tip — хороший, надежный совет

how-to — практический

nonprofit — нерентабельный, невыгодный, некоммерческий

charitable — благотворительный

education — образование

reduce — сократить, снизить, уменьшить

cancer — рак (болезнь)

warning — предупредительный

sign — знак, признак

a heart attack — сердечный приступ

don'ts — запреты; то, чего нельзя делать

dos — распоряжения, приказания; то, что следует делать

prevent — предотвратить ч.-л.; помешать ч.-л.

spread — распространение

lung — легкое

warn — предупреждать

danger — опасность

generate — порождать

goodwill — добрая воля

case — случай

relate — определять отношение

related — связанный, относящийся, касающийся

helpful — полезный

hint — намек, подсказка, совет

energy costs — топливные расходы

motorist — автомобилист, водитель

gasoline — бензин

mileage — расстояние в милях; число пройденных миль (ср. километраж)

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

предоставить информацию; ряд благотворительных организаций; снизить риск заболевания раком; симптомы сердечного приступа; список запретов; предупредить к.-л. о ч.-л.; это относится к ч.-л.; сократить топливные расходы.

2) Find the words in the text which describe or mean the following:

1. the number of miles has traveled since it was made or since another particular time —
2. to make smth. smaller or less in size, amount, or price —
3. relation to money or gifts given to people who need help, or organizations that give this kind of help —
4. to do smth. so that smth. harmful or bad does not happen —
5. to give smth. to smb. or make it available to them, because they need it or want it —
6. smb. who drives a car —

3) Translate the following words into Russian. Use them in sentences of your own:

how-to suggestions —
 nonprofit and charitable organizations —
 warning signs —
 to prevent the spread of AIDS —
 a list of don'ts —
 to generate goodwill —
 how to get better gasoline mileage —

4) Match the words which are close in their meaning:

profitable	philanthropic
hint	to keep from
charitable	suggestion
to reduce	to equip
to prevent	beneficial
to provide	to decrease

5) Match the words having the opposite meaning:

profitable	to upgrade
hint	disadvantageous
charitable	to allow
to reduce	inhumane
to prevent	to deprive
to provide	declaration

6) Complete the following sentences from the text and translate them into Russian:

1. Public service advertisements provide...
2. A number of nonprofit and charitable organizations use...
3. The American Red Cross gives a list of...
4. Business also does public service advertising, to...
5. The Shell Oil Company gives motorists hints on...

7) Insert prepositions (*on; about; of; during; for; to*):

1. The American Heart Association informs people _____ the warning signs _____ a heart attack.
2. The American Lung Association warns people _____ the dangers _____ smoking.
3. A number of nonprofit and charitable organizations use such advertising _____ public education.
4. Public service advertising is related _____ their product and services.
5. The Pacific Gas and Electric Company provides helpful hints _____ how to reduce energy costs _____ the winter months.

8) Make up 5 questions to the text.

9) Explain the following:

Public service advertisements provide information, tips, and how-to suggestions.

10) Give the main idea of the text in one sentence.

11) Render and translate the advertisement into Russian:

Cable contributes to life

The Mobil Corporation has for many years run an advocacy advertising campaign to express its opinion on a variety of issues that affect the oil industry. The ads, in the format of editorials, appear on a regular basis in magazines that have high readership among opinion leaders and people interested in public policy.

In early 1993, when the Clinton administration was considering higher taxed on gasoline, Mobil used advocacy ads to let the public

know that “the average tax per gallon for the metropolitan areas listed was 39.6 cents”. The ad went on to list 18 metropolitan areas and the total tax per gallon in each area. Chicago, for example, led the list with 53.91 cents of taxes per gallon.

Mobil’s approach does not directly ask consumers to take action opposing higher taxed by writing their congressional representative but merely provides facts and information geared to give citizens perspective on the issue. In this particular ad, it was also pointed out that the oil industry should not take all the heat for high gasoline prices. The ad said, in part: “So, occasionally, we point out that we are not the only ones profiting from what motorists pay at the pump. In fact, a constantly larger chunk of what motorists pay at the pump goes directly to the tax collectors — federal, state, and local”.

Businesses, and trade groups, however, are not the only bodies that use advocacy advertising. Charitable organizations do a great deal of public service advertising. But they also do a form of advocacy advertising when the purpose of the ad is to solicit contributions.

The City of Hope, for example, used a full-page ad in *Time* magazine to solicit contributions. The ad said, “You can make sure patients everywhere continue to benefit from our work by donating time and money”.

Text F

Advocacy

Although persuasion is an element of all institutional advertising, it is the primary goal in advocacy advertising. This often means trying to get readers or viewers to agree with the position of the advertiser on some issue. Ideally, the advertising campaign will cause people to change attitudes, modify behavior, and even take steps to influence others about the issue.

A good example of an advocacy campaign designed to achieve a specific goal was run by The American Association of Railroads. Millions of Americans watched one of its commercials in which a woman and her two children are almost run off the road by the impatient driver of a triple-trailer truck.

What the viewers may not have known is that the American Association of Railroads was waging a campaign to discredit the trucking industry. The objective was to generate public opposition to congressional legislation that would allow the trucking industry to use larger and heavier vehicles on the

nation's highways. Such legislation would, of course, make the trucking industry more competitive with the railroad industry.

The National Cable Television Association, facing public pressure for Congress to pass a bill to regulate cable television rates, also used an extensive advertising campaign to change public attitudes about the industry. One series of ads, designed for placement by local cable companies, concentrated on the multiple benefits of cable television. The ad did not directly discuss the impending legislation (which ultimately passed); rather, they concentrated on improving the image of the cable industry. The objective was to mute public criticism and, ideally, stem the flow of angry letters to legislators about high rates.

❑ **Notes:**

The American Association of Railroads — Американская ассоциация железнодорожников.

The National Cable Television Association — Национальная ассоциация работников кабельного телевидения.

❑ **Vocabulary:**

persuasion — убеждение

primary — первостепенный, главный, основной

get smb. to do smth. — заставить к.-л. делать ч.-л.

position — точка зрения, мнение

issue — вопрос, проблема

ideally — идеально; превосходно

cause smb. to do smth. — заставлять к.-л. делать ч.-л.

attitude — отношение

modify — изменять, преобразовывать

behavior — поведение

influence — влиять

designed — предназначенный

achieve — достичь

run a campaign = wage a campaign — проводить кампанию

run off — прогнать

impatient — нетерпеливый

triple — тройной

trailer — прицеп

truck — грузовой автомобиль, грузовик

discredit — опорочить, опозорить, дискредитировать

objective — цель
opposition — сопротивление, противодействие, оппозиция
legislation — законодательство
vehicles — машины; перевозочные средства
nation's highways — шоссейные дороги страны
competitive — конкурентоспособный
face smth. — предстать перед ч.-л., встретиться с ч.-л., стоять лицом к ч.-л., столкнуться с ч.-л.
pressure — давление
pass a bill — принять законопроект
rates — расценки
extensive — обширный, пространный
series — ряд, серия, группа
placement — размещение (рекламы в СМИ)
concentrate on smth. — сосредоточивать(ся) на ч.-л., концентрировать(ся) на ч.-л.
multiple — многочисленный, многократный
benefit — польза, выгода
impending — предстоящий, неминуемый, надвигающийся
ultimately — в конечном счете, в конце концов
rather — скорее, предпочтительнее
improve — улучшать
mute — заставить замолчать, приглушить, обезмолвить
criticism — критика
stem — искоренить, уничтожить, прекратить
flow — поток
legislator — законодатель

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

главная цель; точка зрения по какому-то вопросу; проводить кампанию; принять законопроект; отношение общественности.

2) Find the words in the text which describe or mean the following:

1. the act or skill of persuading smb. to do smth. —
2. the way that a person or animal does or says things, or a particular example of this —

3. to make small changes to smth. in order to improve it and make it more appropriate or effective —
4. to make smb. or smth. less respected or trusted —
5. a law or set of laws —
6. a plan for a new law that is written down for a government to decide on —
7. smth. that gives you advantages or improves your life in some way —
8. very large in size, amount or degree —

3) Translate the following words into Russian and use them in sentences of your own:

to advertising for smth. —
 it pays to advertise —
 advertiser —
 advertisement —
 advertising agencies —
 institutional advertising —
 advertising campaign —
 advocacy advertising —

4) Match the words which are close in their meaning:

to regulate	demanding
impatient	profit
to agree	to alter
to face	boundless
to modify	to manage
to mute	to meet
extensive	to muffle
benefit	to admit

5) Match the words having the opposite meaning:

to regulate	to contradict
impatient	to withdraw
to agree	to disorganize
to face	limited
to modify	disadvantage

to mute	to leave alone
extensive	to provoke
benefit	tolerant

6) Match the words:

to generate	public pressure
to improve	public attitudes
to stem	public criticism
to mute	public opposition
to discredit	goodwill
to wage	the image
to regulate	somebody off
to run	the rates
to design	the industry
to face	a campaign
	the flow
	an ad

7) Complete the following sentences from the text and translate them into Russian:

1. What the viewers may not have known is that the American Association of Railroad was...
2. The ads did not directly discuss the impending legislation, rather, they...
3. A good example of an advocacy campaign designed to achieve a specific goal was run...
4. Although persuasion is an element of all institutional advertising, it...
5. One series of ads, designed for placement by local cable companies, concentrated...
6. The objective was to mute public...

8) Insert prepositions where necessary (by; with; on; about; off; for):

1. The ads concentrated _____ improving the image of the cable industry.

2. Such legislation would make the trucking industry more competitive _____ the railroad industry.
3. A woman and her two children are almost run _____ the road _____ the impatient driver of a triple-trailer truck.
4. This often means trying to get readers or viewers to agree _____ the position of the advertiser _____ some issue.
5. The objective was to mute public criticism and stem the flow of angry letters to legislators _____ high rates.
6. The National Cable Television association, facing _____ public pressure _____ Congress to pass a bill to regulate cable television rates, also used an extensive advertising to change public attitudes _____ the industry.

9) Answer the following questions:

1. What is the primary goal in advocacy advertising?
2. What does persuasion mean in advertising?
3. What was one of the commercials about?
4. What kind of campaign was the American Association of Railroads waging?
5. What was the objective of it?
6. Why did the National Cable Television Association use an extensive advertising campaign?

10) Agree or disagree with the following:

Ideally, the advertising campaign will cause people to change attitudes, modify behavior, and even take steps to influence others about the issue.

11) Give the main idea of the text in one sentence.

12) Render the following item in English:

Телевидение и радио

Эффект телевизионной рекламы в целом существенно выше, чем газетно-журнальной, в связи с почти безграничными возможностями видеозаписи и монтажа. Так как реклама может быть включена почти в любую передачу, то телевидение сохраняет и «выборочные» возможности. И конечно, никакая, даже самая популярная газета не сравнится по массовости аудито-

рии с десятками, а то и сотнями миллионов телезрителей, «при-
никших» к экранам во время популярного футбольного матча
или развлекательной программы. Реклама на телевидении весь-
ма дорогая, ее эффективность существенно зависит от времени
суток для показа рекламы, от удачной компоновки ее с основ-
ными передачами, от воздействия другой рекламы и многих
иных факторов. Кроме того, довольно острой проблемой явля-
ется время, отводимое на саму рекламу. И это вопрос не только
денег, но и довольно жестких нормативных соотношений меж-
ду объемом основных и рекламных передач.

В радио- или телепрограммах не допускается прерывать рек-
ламой детские и религиозные передачи; радиопостановки и ху-
дожественные фильмы без согласия правообладателей; транс-
лируемые в прямом эфире передачи, освещающие деятельность
органов государственной власти; образовательные передачи
более чем один раз в течение 15 минут на период, не превыша-
ющий 45 секунд; передачи, продолжительность трансляции ко-
торых от 15 до 60 минут, более чем два раза.

Text G

Announcement

Announcement can be used for any category of public relations advertis-
ing. Their primary use is to inform the public promptly about something that
affects everyone. Recalling a product, explaining a failure of service, or re-
butting a charge of irresponsibility are appropriate announcements.

Sears used announcement advertisements to tell how auto owners could
apply for rebates if they believed they were charged too much or paid for
replacement parts that were not needed. And Jack-In-The-Box used
announcement ads to reassure consumers that it was taking precautions to
make sure its restaurants met new health standards after an outbreak of food
poisoning at several locations in the Seattle area. Here is the text of one such
advertisement that appeared in the San Francisco Bay Area.

□ Vocabulary:

promptly — быстро

affect smb. — влиять на к.-л.

recall — принимать обратно

failure — неудача, провал

rebut — опровергать, давать отпор
a charge of — обвинение
irresponsibility — безответственность
appropriate — соответствующий, подходящий
owner — владелец
apply for smth. — обращаться за ч.-л.
rebate — скидка, уступка
charge for smth. — взимать плату за ч.-л.; назначить плату за ч.-л.; просить за ч.-л.
replacement parts — запасные части
reassure — заверять, уверять, убеждать
take precautions — принимать меры предосторожности
meet — соответствовать, удовлетворять, отвечать
outbreak — вспышка (гнева, эпидемии); внезапное начало (болезни); взрыв
food poisoning — пищевое отравление
location — местность

Exercises

1) Find the English equivalents in the text and use them in sentences of your own:

могут применяться для; влиять на к.-л.; плохое обслуживание; владельцы автомобилей; с них запросили слишком много денег; запасные части; заверить потребителей в том, что...; убедиться; соответствовать новым стандартам; неожиданные случаи пищевого отравления.

2) Find the words in the text which describe or mean the following:

1. most important or most basic —
2. correct or right for a particular time, situation, or purpose —
3. smb. who owns smth. —
4. to make a formal usually written request to be considered for a job, an opportunity to study at a college, permission to do smth., etc. —
5. quickly, immediately, or at the right time —
6. smth. you do in order to prevent smth. —
7. an official statement telling people that smth. important is going to happen —
8. to do smth. that produces an affect or charge in smb. or smth. —

3) Translate the following words into Russian and use them in sentences of your own:

1. to charge money for smth.
free of charge
at no extra charge
2. to be in charge of smth./smb.
to put smb. in charge of smth.
to take charge of smth.
3. charges against smb.
charges of a crime
murder charges
to face charges for a crime

4) Match the words which are close in their meaning:

announcement	paramount
primary	to consume
to inform	recklessness
failure	to brief
irresponsibility	declaration
to poison	blunder
to use	to kill

5) Match the words having the opposite meaning:

announcement	to abstain
primary	reliability
to inform	concealment
failure	to sterilize
irresponsibility	subordinate
to poison	achievement
to use	to conceal

6) Complete the following sentences from the text. Translate them into Russian (*failure; affects; precautions; apply; relations*):

1. Announcements can be used for any category of public _____ advertising.

2. Their primary use is to inform the public promptly about smth. that _____ everyone.
3. Recalling a product, explaining a _____ of service, or rebutting a charge of irresponsibility are appropriate announcements.
4. Sears used announcement advertisements to tell how auto owners could _____ for rebates if they believed they were charged too much.
5. Jack-In-The-Box used announcement ads to reassure consumers that it was taking _____ to make sure its restaurants met new health standards after an outbreak of food poisoning at several locations in the Seattle area.

7) Insert prepositions where necessary (*of; after; in; about; for; at*):

1. Announcements can be used _____ any category of public relations advertising.
2. Their primary use is to inform the public promptly _____ smth. that affects _____ everyone.
3. Recalling a product, explaining a failure _____ service are appropriate announcements.
4. Sears used announcement advertisements to tell how auto owners could apply _____ rebates.
5. Jack-In-The-Box used announcement ads to reassure consumers that it was taking precautions to make sure its restaurants met new standards _____ an outbreak of food poisoning _____ several locations _____ the Seattle area.

8) Develop the following statement in writing in no more than 50 words.

Announcements can be used for any category of public relations advertising.

9) Give the main idea of the text in one sentence.

10) Read the advertisement and translate in into Russian using the dictionary:

A Message from the Chairman of JACK IN THE BOX

As you may know, there has recently been an outbreak of food-related illness in the Pacific Northwest. All of us at JACK IN THE BOX extend our prayers for a complete and speedy recovery to everyone who has experienced this illness.

When we first learned of the problem, we immediately recalled all hamburger meat suspected of contamination and we are no longer having hamburger meat processed by our former meat supplier. However, I want to make it clear that no hamburger meat suspected of contamination was ever shipped to the Greater Bay Area, so no one here was ever at risk.

And, in an effort to make absolutely certain this never happens again in any JACK IN THE BOX restaurant, we have increased our hamburger cooking times to levels above both state and federal standards. We have also retrained all food preparation staff to ensure that all new and existing cooking procedures are followed.

At the same time, we have increased our testing procedures on all hamburger meat now being processed so that we will perform seven separate quality control checks before it ever gets into our restaurants.

Again, I want to emphasize that the wholesomeness of the hamburger meat we serve here was never in question. JACK IN THE BOX has been part of this community for many years and we will do everything in our power to keep your trust.

Jack Goodall
Chairman
JACK IN THE BOX

Though reassuring to consumers in the San Francisco Bay Area, this letter appeared only after Jack-In-The-Box had suffered major damage to its corporate reputation for its handling of the problem in the first place.

11) Answer the following questions:

1. Is the advertisement effective? Why or why not?
2. Can you cite applicable concepts of persuasion and advertising copywriting?

UNIT 11

THE BASICS OF A PRINT AD

Text A

There are several key elements in a print advertisement. They are headline, text, artwork, and layout.

Headline. Advertising expert John Caples says, “The headline is the most important element in most ads — and the best headlines appeal to the reader’s self-interest or give news”.

Headlines should be specific about a benefit, or they can be teasers that arouse interest. Here is a headline about a specific program: “The Phoenix Mutual Insurance Retirement Income Plan”. Caples thought this was all right, but he created a headline that sold much successfully: “To Men Who Want to Quit Work Some Day”. This was accompanied with an illustration of a smiling senior citizen fishing in a mountain stream.

Text. The headline is followed by what is known as text or body copy. This is the words that persuade the reader to do something. In general, copy should be limited to only one or two major points. Sentences should be short and punchy. A declarative sentence is much better than one that includes a dependent or an independent clause.

The copy should invoke emotion, provide information of value to the reader, and suggest a way that the reader can act on the information. You might include a toll-free telephone number, an address to write for more information, or a suggestion that people visit a local dealer.

Artwork. An ad can consist of just a headline and copy, but ads usually have a strong graphic element. This may be a striking photo, a line drawing, or a computer-generated design. Artwork attracts the reader to the ad and breaks up large blocks of type.

Layout. The headline, copy, and graphic elements need to be integrated into an attractive, easy-to-read advertisement. A layout can be a mock-up of the planned ad, or it can be a detailed comprehensive that includes the actual type and artwork that will be used.

☐ **Vocabulary:**

print — печатный

headline — заголовок

artwork — художественное оформление; рисунок

layout — макет объявления печатной рекламы
appeal to smb. — обращаться к к.-л., привлекать к.-л.
self-interest — личная заинтересованность
benefit — польза, выгода
teaser — (sl.) рекламное объявление; головоломка «дразнилка»
(дразнящее рекламное объявление (заголовок), не сообщающее
всей необходимой информации, но содержащее указание на то,
что отсутствующие сведения будут даны в последующих публи-
кациях или на последующих щитах)
arouse interest — вызвать интерес
phoenix — Феникс (миф.); чудо
mutual — взаимный
insurance — страхование; страховая премия
retirement — отставка; выход на пенсию, в отставку
income — доход
create — создавать
quit — бросать ч.-л., уходить
fish — удить, ловить рыбу
a stream — ручей
body copy — основной текст
persuade — уговорить к.-л., убедить
major — крупный, важный
sentence — предложение (грамматическое)
punchy — эффективный, энергичный
declarative — декларативный; повествовательное предложение
dependent — подчинительное предложение
independent — самостоятельный, независимый
clause — придаточное предложение
involve — взывать к
provide — предоставлять, обеспечивать
value — ценность
suggest — предложить
toll-free — бесплатный междугородний телефонный разговор
dealer — дилер; биржевой торговец; торговец
graphic — графический
striking — поразительный, ошеломляющий
line drawing — штриховой рисунок
computer-generated design — компьютерный рисунок
a block of type — блок набора

break up — разбивать (на части)
integrate into — объединять
easy-to-read — легко читаемый; легкий (простой) для прочтения
mock-up — оригинал-макет в натуральную величину
comprehensive — чистый макет (рекламное объявление)
actual — реальный, действительный

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

печатные рекламные объявления; «дразнилки», вызывающие интерес; короткие и энергичные предложения; предоставлять информацию; бесплатный междугородний телефонный разговор; основной текст рекламы; штриховой рисунок; компьютерный рисунок; реклама, легкая для прочтения.

2) Find the words in the text which describe or mean the following:

1. the title of a newspaper article, printed in large letters above the article —
2. the way in which writing and pictures are arranged on a page —
3. a strong human feeling such as love, hate, anger —
4. pictures that are made for a book or magazine, or for another product such as a computer program —
5. to produce words, numbers, or pictures on paper or other material, using a machine which puts ink onto the surface —
6. to make a serious public request for help, money, information, etc. —
7. including everything that is necessary —
8. a full-size model of smth. that is going to be made or built, which shows how it will look —
9. smth. that gives you advantages or improves your life in some way —

3) Translate the following words into Russian and use them in sentences of your own:

benefaction —
benefactor —
beneficial —

beneficiary —
 to benefit from/by —
 to have the benefit of —
 for smb.'s benefit —
 to reap benefits —
 to give smb. the benefit of the doubt —
 to take the benefit (of the bankruptcy laws) —

4) Match the words which are close in their meaning:

to persuade	to withdraw
punchy	to convince to do
to print	unpaid
detailed	to involve
free	accurate
to include	energetic
to avoid	to publish

5) Match the words having the opposite meaning:

to persuade	brief
punchy	to neglect
to avoid	unenthusiastic
detailed	to meet
free	to discourage
to include	priced

6) Match the words:

to be specific about	a headline
a specific	the reader
to create	clause
a declaration	a benefit
an independent	the reader
to appeal to	sentence
to persuade	program
to attract	the reader

7) Complete the following sentences from the text and translate them into Russian:

1. An ad can consist of just...
2. ... is followed by what is known as text or body copy.
3. ... need to be integrated into an attractive, easy-to-read advertisement.
4. Headlines should be specific about...
5. The copy should invoke emotion, provide...
6. A layout can be a mock-up of...

8) Insert prepositions (*of; on; by; with; to; up*):

1. The headline is followed _____ what is known as text or body copy.
2. The copy should suggest a way that the reader can act _____ the information.
3. This was accompanied _____ an illustration of a smiling senior citizen fishing in a mountain stream.
4. Artwork attracts the reader _____ the ad and breaks _____ large blocks of type.
5. An ad can consist _____ just a headline and copy.

9) Answer the following questions:

1. What are the key elements in a print advertisement?
2. What kinds of headlines are considered to be the best?
3. What should the copy be limited to?
4. What should the copy be aimed at?
5. What graphic elements should be included in an ad?

10) Agree or disagree with the following:

1. Sentences could be short and punchy. A declarative sentence is much better than one that includes a dependent or an independent clause.
2. The headline is the most important element in most ads.

11) Give a summary of the text.

12) Render the following item in English:

При разработке графики рекламы следует руководствоваться следующими общепринятыми правилами, выработанными

в результате профессиональных исследований и творческого подхода специалистов в области рекламы.

1. Все элементы рекламы — иллюстрация, заголовок, текст, логотип, верстка, шрифт и общий образ — должны создавать единый образ и определять общий эффект рекламы. Суть продукта и его преимущества должны быть видны с первого взгляда. Реклама, создающая единый образ, хорошо запоминается и понятна покупателю.

2. Реклама должна четко и эффективно представлять рекламную идею и донести до покупателя преимущества рекламируемого товара. У покупателя должна возникнуть уверенность в том, что рекламируемый товар разрешит все его проблемы.

3. На рекламу возложена определенная этическая ответственность.

4. Элементы рекламы должны быть расположены близко друг от друга.

5. Для повышения эффективного воздействия рекламы необходимо убрать из нее то, что не относится к основной идее, а лишь отвлекает внимание.

6. Недомолвки и пропуски можно использовать с целью привлечения внимания покупателей.

7. Рекламная информация должна быть выражена легко воспринимаемым визуальным и вербальным языком.

Text B

Using an Advertising Agency

Most public relations advertising is prepared and placed by advertising agencies. The agency has people who are experts in all phases of creating the ads and getting them published or broadcast in the chosen media.

If your organization has an advertising department, it is likely to be the prime contact with the agency. However, there are some organizations in which the public relations department is the contact. In either case, the public relations people are identified as the “client”, the entity that approves or disapproves the agency’s recommendations.

This relationship must be one of enthusiastic cooperation. Agency and client are not adversaries but partners. In general, the public relations role is to determine broad objectives (“what to do”) while the agency determines the means (“how to do it”).

Advertising agencies do not normally charge anything for their services. Their compensation comes from the “agency discount” that is granted by most media. Normally this discount is 15 percent of the cost of the space or time, and it is not granted to advertisers. It works this way: if the space or time costs \$1,000, the agency bills the advertiser for the sum but remits \$850 to the medium. The \$150 difference is retained by the agency as pay for preparing the ad.

Agencies do bill clients for the cost of materials purchased for use in preparing the advertising for publication or broadcast.

□ Vocabulary:

place an advertisement — поместить объявление

phase — стадия, фаза

create — создавать

broadcast — вещать, передавать по радио

chosen — выбранный

prime — очень важный, основной; первоначальный, первичный, подходящий

in either case — в любом (из двух) случаев

identify — отождествляться, опознавать

entity — зд. самостоятельное (хозяйственное) подразделение

approve — одобрять

adversary — соперник, противник

determine — определять

broad — широкий

objective — цель

means — средство; средства

charge — взимать плату

discount — снижение цен

grant — предоставлять

advertiser — рекламодатель; газета с объявлениями

cost — стоимость

space — место, пространство

bill smb. — выставить счет к.-л.

remit — пересылать (деньги по почте)

retain — удерживать

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

рекламные агентства; реклама; паблик рилейшнз; рекламодаделец; рекламный отдел; определить цель; определить средства; стоимость места и времени; стоимость закупленных материалов.

2) Find the words in the text which describe or mean the following:

1. to ask smb. a certain amount of money for smth. you are selling —
2. to send smb. a bill —
3. the amount of money that you have to pay in order to buy, do, or produce smth. —
4. to give smb. smth. that they have asked for, especially official permission to do smth. —
5. a reduction in the usual price of smth. —
6. smth. that exists as a single and complete unit —
7. to buy smth. —

3) Translate the following words into Russian and use them in sentences of your own:

free of charge —
 at no extra charge —
 to charge smb. for smth. —
 public relations department —
 enthusiastic cooperation —
 to bill smb. for smth. —

4) Match the words which are close in their meaning:

to purchase	social
public	restitution
to identify	opponent
discount	to buy
adversary	reduction
comprehension	to recognize

5) Match the words having the opposite meaning:

to purchase	increase
public	to sell
to identify	deprivation

discount	to confuse
adversary	private
comprehension	assistant

6) Match the words:

to bill	discount
public	media
to determine	clients
to grant	agency
mass	relations
advertising	objectives

7) Complete the following sentences from the text and translate them into Russian:

1. There are some organizations in which the public relations department...
2. Most public relations advertising is prepared...
3. Advertising agencies do not normally...
4. Agencies do bill clients for...
5. Agency and client are not...
6. ... that is granted by most media.
7. ... and getting them published or broadcast in the chosen media.
8. ... one of enthusiastic cooperation.

8) Insert prepositions (*for; from; by; of; in; to*):

1. _____ general, the public relations role is to determine broad objectives.
2. Most public relations advertising is prepared and placed _____ advertising agencies.
3. The agency bills the advertiser _____ \$1,000 but remits \$850 to the medium.
4. This relationship must be one _____ enthusiastic cooperation.
5. Their compensation comes _____ the “agency discount” that is granted _____ most media.
6. This discount is not granted _____ advertisers.

7. The difference is retained by the agency as pay _____ preparing the ad.

9) **Make up 5 questions about the text.**

10) **Agree or disagree with the following:**

Agency and client are not adversaries but partners.

11) **Give a summary of the text.**

12) **Render the following text in English:**

Прямая реклама (директ-мейл)

Основным средством распространения прямой рекламы служит почтовое отправление. Этот вид рекламы интересен в первую очередь своей адресностью. Ведь производитель или торговец может послать ее в любой приемлемой форме непосредственно своим потенциальным будущим покупателям. И в зависимости от того, будет ли это листовка, фолдер, каталог и т.д., отправитель точно знает, что посылаемая им информация, по крайней мере, попадает в нужные руки. Прямая почтовая реклама должна быть выполнена в стиле хорошей журналистики. Единственное ограничение — правила почтовой службы.

Почтовую рекламу можно использовать как угодно, ее можно начинать и прекращать в любое время.

Преимущества директ-мейл:

- 1) оперативность и чрезвычайная гибкость;
- 2) индивидуальный подход к заказчику, непосредственное общение с аудиторией, вовлечение ее в обсуждение;
- 3) установление обратной связи с потребителем (отрывные купоны, талоны скидок, лотереи, викторины);
- 4) возможность рассылки конфиденциальной информации;
- 5) относительно небольшая стоимость;
- 6) использование современных средств связи (компьютерная сеть Internet и т.д.);
- 7) межнациональный характер;
- 8) товар, который рекламируется с помощью директ-мейл, практически всегда находит своего покупателя.

Наиболее часто используются такие формы и типы прямой рекламы, как письма, листовки, брошюры, открытки, катало-

ги, бюллетени, репродукции, календари, визитные карточки, буклеты, журналы, прейскуранты, приглашения, программы, плакаты, купоны и т.д.

К числу недостатков данной рекламы относятся низкая престижность этого вида рекламы по сравнению с радио-, теле- или газетной рекламой, отсутствие развитых баз данных, устаревшие почтовые стандарты, отсутствие традиции посылки ответных карточек, оплачиваемых получателем.

Text C

Other Advertising Channels

Other forms of advertising that have value in public relations programs are outdoor, transit panels, posters, sponsored books, T-shirts and buttons, and hot lines and toll-free telephone numbers. Direct mail is also a valuable channel.

Outdoor

Most outdoor advertising employs paper sheets pasted on a wooden or metal background. The 24-sheet poster is standard, but there are also painted bulletins, which use no paper. Outdoor advertising reaches large audiences in brief exposures. Accordingly, advertising for this medium must be eye-catching and use few words. Ten words is a rule-of-thumb limit for outdoor copy. When design and copy are approved, the individual sheets of paper that will make up the whole advertisement are printed and then pasted to the background.

Location is vital in this medium — and prices are based on the traffic that is exposed to the site. Occasionally, nonprofit organizations can obtain free or heavily discounted usage of outdoor space that is temporarily unsold. Displays are usually scheduled in monthly units, and occasionally there are gaps in the schedules, so it may pay to keep in touch with local outdoor companies.

Transit Panels

This category includes both the small posters placed in subway and commuter rail stations and the cards used in buses and rail cars. Both types of transit advertising require eye-catching graphics, but the copy can be longer than for outdoor posters. The person waiting for a train or holding a strap or a bar on a bus or rail car has some time to absorb a message. Cards in transit

vehicles often carry coupons or treat-off notes allowing readers to ask for more information or respond to some sort of offer.

❑ **Vocabulary:**

value — ценность, значимость, цена

outdoor — наружный, внешний, на открытом воздухе

transit panel — рекламный щит в городском транспорте, метро, электропоезде

poster — афиша, плакат, постер

sponsored book — заказанная, субсидированная книга

T-shirt — тенниска, футболка (мягкая, легко тянущаяся, обычно хлопчатобумажная, с короткими рукавами, без воротника)

button — пуговица

hot line — «горячая» телефонная линия

toll-free — беспрошлинный, бесплатный

valuable — ценный, полезный

employ — зд. применять, использовать

sheet — лист бумаги

paste — приклеивать

wooden — деревянный

background — фон; задний план

24-sheet poster — 24-листовой плакат

standard — стандарт, норма

reach — достигать, добиться, зд. охватывать

exposure — экспонирование, контакт (с рекламой)

accordingly — соответственно; таким образом

eye-catching — привлекающий, бросающийся в глаза

rule-of-thumb — приблизительный; грубо говоря

vital — существенный, насущный

medium — среда; средство массовой информации

nonprofit — некоммерческий

heavily discounted — с большой скидкой; намного ниже номинальной стоимости

occasionally — иногда, время от времени; случайно

temporarily — временно

schedule — график, план, расписание (n.); намечать, планировать (v.)

gap — пробел, брешь, интервал, промежуток

keep in touch with — поддерживать связь с

subway — (амер.) метро; подземка
commuter rail station — пригородная станция железной дороги
card — билет (в городском или пригородном транспорте)
graphic — графика (рекламная), оформление
strap — ремень (в транспорте)
bar — поручень (в транспорте)
absorb — поглощать, впитывать, зд. успеть прочитать и понять
message — сообщение
vehicle — транспорт; средства передвижения, машина
coupon — купон, средство сейлз промоушн, предъявление которого гарантирует получение определенных льгот (оговоренная скидка)
tear-off note — отрывное приложение к рекламному объявлению, заполнив и отослав которое в адрес рекламодателя покупатель заявляет о своем желании приобрести рекламируемый товар либо предъявитель которого получает оговоренную скидку при покупке товара
offer — предложение
respond — отвечать

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

листы бумаги; 24-листовой плакат; наружная реклама; текст для наружной рекламы; поддержание связи с к.-л. может окупиться; пригородные железнодорожные станции; отрывные приложения к рекламному объявлению.

2) Find the words in the text which describe or mean the following:

1. to regularly travel by train or car between one's work in a town and one's home in the country or suburbs —
2. existing, happening, or used outside, not inside a building —
3. the pattern or color on top of which smth. has been drawn, printed, etc. —
4. the way that smth. has been planned and made, including its appearance, how it works, etc. —
5. to uncover or show smth. that is usually covered or not able to be seen —

6. to officially accept a plan, a proposal, etc. —
7. to plan that smth. will happen at a particular time —

3) Translate the following words into Russian. Use them in sentences of your own:

outdoor advertising —
outdoor copy —
outdoor site —
outdoor space —
outdoor companies —
outdoor poster —

4) Match the words. Use them in sentences of your own:

direct	graphics
tear-off	advertising
eye-catching	organizations
outdoor	mail
nonprofit	vehicles
transit	notes

5) Match the words which are close in their meaning:

temporarily	in the open
occasionally	to authorize
outdoor	commercial
profitable	to take in
to absorb	briefly
to approve	irregularly

6) Match the words having the opposite meaning:

temporarily	disadvantageous
occasionally	to disperse
outdoor	permanently
profitable	to reject
to absorb	constantly
to approve	inside

7) Complete the following sentences from the text and translate them into Russian:

1. Most outdoor advertising employs paper sheets pasted on _____.
2. Outdoor advertising reaches large _____ in brief exposure.
3. Ten words is a _____ limit for outdoor copy.
4. Location is vital in this _____ and prices are based on the traffic that is exposed to the site.
5. Both types of transit advertising require _____, but the copy can be longer than for outdoor posters.
6. _____ mail is also a valuable channel.

8) Translate in writing the paragraph from the text concerning transit panels.

9) Explain the following:

1. Location is vital in this medium — and price are based on the traffic that is exposed to the site.
2. Both types of transit advertising require eye-catching graphics, but the copy can be longer than for outdoor posters.

10) Answer the questions:

1. What are other forms of advertising?
2. What is a standard outdoor advertisement?
3. What is the procedure for this type of advertising?
4. How can nonprofit organizations obtain usage of outdoor space?
5. What do cards in transit vehicles often carry?

11) Sum up the contents of the text in one or two sentences.

12) Develop the following statement from the text in no more than 100 words:

Most outdoor advertising employs paper sheets pasted on a wooden or metal background.

13) Render the following text in English:

Наружная реклама

Наружная реклама (англ. *outdoor advertising*) — медиаканал, который доносит рекламные обращения до получателей при по-

моши отпечатанных типографским способом плакатов, рисованных щитов или световых табло, устанавливаемых в местах наиболее оживленного уличного движения, а также вдоль шоссе и железных дорог.

Основными носителями наружной рекламы следует назвать рекламные щиты (англ. *billboard*), вывески на остановках (англ. *bus shelter*), электронно-механические щиты с периодически сменяющимися изображениями (англ. *prismavision*), световые короба (англ. *city light*), световые короба на опоре (англ. *city light on pole*), стационарные панно на зданиях — брендмауэры, пространственные конструкции (например, огромные объемные макеты: упаковки пленки Kodak, бутылки Coca-Cola, пачки сигарет Marlboro и т.п.), транспаранты-растяжки (англ. *banner*), «бегущая строка» и др.

Рекламный контакт достигается во время передвижения по городским улицам и автострадам и поэтому является очень кратким по времени. В связи с этим обращение должно быть лаконичным, тексты — краткими, а изображение — привлекающим непроизвольное внимание и выразительным по форме.

Преимуществами наружной рекламы являются: широкий охват аудитории, частотность, гибкость, относительно невысокая стоимость одного контакта и долговременность воздействия на аудиторию.

Наружная реклама наряду с преимуществами имеет и недостатки. К ним необходимо отнести большие сроки, необходимые на проведение кампании с использованием данного медиаканала. Под влиянием атмосферных явлений (дождь, мороз, ветер и т.п.) резко снижается качество изображения на щитах. Носители наружной рекламы требуют постоянного контроля над их состоянием. Рекламодателю, осуществляющему общенациональную кампанию, проконтролировать эти моменты практически невозможно.

Text D

Posters

Posters are used in a variety of setting to create awareness and remind people of something. Many companies use posters on bulletin boards to remind employees about basic company policies and safety precautions.

A good example is the Nissan Motor Company's poster campaign to remind employees at various U.S. offices to buckle up when driving. Nissan used a series of posters with a lighthearted touch, using famous artwork and personalities. One poster draped a seat belt over a stock movie photo of Sherlock Holmes with the caption, "It's Elementary, Buckle Up Now".

Government agencies often use posters as part of public information campaign about preventing AIDS, getting flu shots, or having pets neutered. The government of New Zealand used an extensive poster campaign to warn returning citizens from abroad about the dangers of bringing fruit and other banned products into the island nation. The large poster, in full color, carried the headline "Lethal Weapon" and showed a collage of banned food products in the shape of a machine gun. The copy below the picture was simple and brief:

Don't Bring One Home

The everyday items you bring back from overseas could contain pests and diseases with a more lethal effect than any weapon:

- Devastating our economy.
- Destroying our environment.

Just ask your travel agent for a brochure on what you can and can't bring back. And if you're in doubt, leave it behind.

Museum exhibits and art shows lend themselves to poster treatments. The poster, often a piece of art itself, can promote attendance and can also be sold as a souvenir of the show.

Posters can also be used as mailers to business prospects and key opinion leaders. The American Management Association regularly sends posters to businesses promoting its services and conferences; they are mailed in the hope that the recipients will display them on bulletin boards so that additional people are informed.

To be effective, a poster must be attractively designed and have strong visual elements. It should be relatively large, convey only one basic idea, and use only a few words to relate basic information. A poster is a small billboard.

Posters, if done properly, can be expensive to design and produce. Therefore, you need to assess how the posters will be used and displayed. Costs can be controlled, often by buying ready-to-use posters from printers and having the organization's name or logo printed to them. Local chapters of national organizations, such as the American Cancer Society, also get posters from the national organization that can be easily localized.

□ Notes:

The American Management Association — Американская Ассоциация менеджмента. Основана в 1923 г. Штаб-квартира в г. Нью-Йорке.

□ Vocabulary:

poster — афиша, плакат, постер

variety — разнообразие

setting — окружение; окружающая обстановка

create — создавать

awareness — осознание, осведомленность, знание

remind smb. of smth. — напомнить к.-л. о ч.-л.

bulletin board — доска объявлений

employee — служащий

precaution — предостережение; предосторожность

buckle up — пристегнуть ремни

lighthearted — беззаботный, веселый, беспечный

drape — драпировать; накинуть (ч.-л. сверху)

stock movie photo — кадр из фильма

caption — подпись (под фотографией); титр

campaign — кампания, мероприятие

prevent AIDS — помешать распространению СПИДа

get flu shots — получить лекарство от гриппа в виде инъекции

have pets neutered — кастрировать, стерилизовать домашних животных

lethal — летальный, смертельный

collage — коллаж

banned — запрещенный

item — предмет

overseas — содержать

pests — паразиты, вредители

disease — болезнь

devastate — опустошать, разорять

destroy — уничтожать

environment — окружающая среда

be in doubt — сомневаться

exhibits — экспонаты

art shows — выставка, показы произведений искусства

treatment — подход, обработка

promote — способствовать
attendance — посещение, посещаемость, публика
mailers — рекламно-информационные материалы, рассылаемые по почте
recipient — получатель
display — выставлять, показывать
attractively — привлекательно
visual — наглядный, видимый, зрительный
convey — передавать
relatively — относительно
relate — излагать, передавать
properly — как надо; должным образом; как следует
assess — оценить
ready-to-use — готовый к употреблению
logo — логотип; фирменный знак
localize — ограничить распространение; локализовать

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

основная политика компании; пристегнуть ремни; островное государство; полноцветный; поместить заголовок; авторитет, лидер мнений; готовый к употреблению.

2) Find the words in the text which describe or mean the following:

1. a large printed notice, picture, etc., used to advertise smth. or as a decoration —
2. a thin book giving information or advertising smth. —
3. an occasion when a lot of similar things are brought together in one place so that people can come and look at them —
4. a board on the wall that you put information or pictures on —
5. a large sign used for advertising —
6. words printed above or below the picture in a book or newspaper or on a television screen to explain what the picture is showing —
7. a small design or way of writing a name that is the official sign of a company or organization —

3) Translate the following words into Russian. Use them in sentences of your own:

to get flu shots —
 to prevent AIDS —
 to have pets neutered —
 collage of banned fruit products —
 in the shape of —
 to promote attendance —
 to have strong visual elements —
 lethal weapon —

4) Match the words. Use them in sentences of your own:

machine	campaign
opinion	posters
ready-to-use	settings
local	belt
variety of	chapters
seat	gun
public	leader
relatively	large

5) Translate the following sentences into Russian:

1. That cocktail looks lethal.
2. Lara plans to study overseas.
3. Many historians were stunned by the book's inaccurate treatment of the event.
4. Miss Morton gets an employee discount at Carson's.
5. A campaign against the death penalty was waged in the country.
6. Attendance at Central park was down last year.

6) Complete the following sentences from the text and translate them into Russian:

1. Posters are used in a variety of settings to create...
2. ...as mailers to business prospects and key opinion leaders.
3. Museum exhibits and art shows lend themselves to...
4. To be effective, a poster ... and have strong visual elements.
5. Posters, if done properly, can be expensive to ...
6. The poster, often a piece of art itself, can promote attendance and ...

7) Match the words which are close in the meaning:

island	receiver
to promote	to exhibit
recipient	appealingly
to display	isle
attractively	competently
properly	to encourage

8) Match the words having the opposite meaning:

island	to prevent
to promote	unacceptably
recipient	repulsively
to display	sender
attractively	to conceal
properly	mainland

9) Write questions to the following answer:

1. _____? Many companies use posters on bulletin boards to remind employees about basic company policies and safety precautions.
2. _____? Government agencies often use posters as part of public information campaigns about preventing AIDS, getting flu shots, or having pets neutered.
3. _____? The poster, often a piece of art itself, can promote attendance and can also be sold as a souvenir of the show.
4. _____? Posters can also be used as mailers to business prospects and key opinion leaders.
5. _____? A poster should be relatively large, convey only one basic idea, and use only a few words to relate basic information.
6. _____? Costs can be controlled, often by buying ready-to-use posters from printers and having the organization's name or logo printed on them.

10) Explain the following:

1. Museum exhibits and art shows lend themselves to poster treatment.

2. To be effective, a poster must be attractively designed and have strong visual elements.
3. Posters, if done properly, can be expensive to design and produce.

11) Sum up the text. Write down one sentence.

12) Render the following text in English:

Слоган

Основной рекламного обращения чаще всего служит слоган («слоган» — галльское слово, обозначающее «боевой клич»). Удачные слоганы становятся «крылатыми фразами» и начинают «самостоятельную жизнь». Слоган может отражать цели и направления деятельности фирмы, философию ее бизнеса, качество ее товаров, принципы отношения с клиентурой, участие фирмы в общественной жизни и т.д.

По форме — это краткая запоминающаяся фраза, изложенная прямо, иносказательно или абстрактно.

Основными задачами слогана являются:

- привлечение внимания потребителя;
- формирование и закрепление позитивного имиджа фирмы;
- создание узнаваемости фирмы;
- способствование запоминанию торговой марки.

Отдельные слоганы (фирма может применять несколько слоганов) могут использоваться отдельными рекламными кампаниями фирмы и являться их девизом.

Слоган должен быть:

- 1) по возможности кратким;
- 2) соответствующим имиджу фирмы;
- 3) оригинальным и запоминающимся;
- 4) по возможности с юмором;
- 5) рассчитанным на длительное использование;
- 6) помещаемым, как правило, в одном и том же месте макета различных рекламных сообщений;
- 7) постоянно в одном графическом исполнении.

Можно ли обойтись в рекламе без слогана? Можно. Часто рекламное сообщение состоит только из информационного блока и справочных сведений. Но именно слоган дает возможность выразить идею рекламной кампании, которая должна ассоции-

роваться с товаром или названием фирмы. Творческие находки в области создания слоганов таят в себе высокий потенциал эффективного воздействия на потребителя. Успешным является применение в разработке слоганов технологий моделирования на основе использования системного оператора, ресурсов (товаров, фирмы, потребителя), стереотипов мышления.

Text E

Sponsored Books

Sponsored books may be written by anyone on your organization's staff. They may also be put together by freelance writers. If you should become involved in engaging such a writer, be sure that you read some of his or her work. One large national corporation once hired a famous writer to put together a biography of the founder. It was so bad that extensive rewriting had to be done by a member of the company's staff.

A sponsored book can be published by the organization. In fact, most such books are produced in this way. It is simply a matter of hiring a printer to print and bind the necessary number of copies.

If the book is of such importance that it should be produced by an established book publisher, the usual procedure is to guarantee the purchase of a sufficient number of books to give the publisher a profit. After the sponsor buys the guaranteed number, the publisher is free to market the book through its regular channels.

From Three Cents a Week is the official history of the Prudential Life Insurance Company, and *The Truth About Energy* was written by the staff of the Mobil Oil Corporation.

Books that relate directly to a company's product are also often underwritten by the company. General Mills has long been producing Betty Crocker cookbooks for Random House.

Corporate histories are often commissioned as part of an anniversary celebration. How-to books can be published whenever there is a potential audience. Some may actually produce a net return for the publishers. In many cases, however, such books are planned for free distribution only; accordingly, the entire cost must be included in the budget as an item of expense.

□ Notes:

The Prudential (Life) Insurance Company — одна из крупнейших страховых компаний США, основана в 1875 г. «Пруденшл (лайф) иншуранс компани».

The Mobil Oil Corporation — нефтехимическая компания «Мобил», владеет сетью заправочных станций.

General Mills — компания по производству и переработке пищевых продуктов «Дженерал Миллс», владеет сетью гостиниц и ресторанов.

Betty Crocker packaged food — полуфабрикаты и концентраты «Бетти Крокер».

Random House — издательский дом «Рэндом», одна из крупнейших в мире издательских компаний.

□ Vocabulary:

sponsor — спонсор, финансист, плательщик, заказчик (п.); организовывать, поддерживать, субсидировать (v.)

be on the staff — быть штатным сотрудником

freelance — внештатный (сотрудник)

put together — составлять, компилировать

hire — нанимать, брать на работу

engage — давать работу, нанимать

writer — писатель, текстовик

founder — учредитель, основоположник, основатель

extensive — длительный, пространный, обширный

bind — переплетать; скреплять

be of importance — иметь значение

established book publisher — авторитетный книгоиздатель

purchase — покупка

sufficient — достаточный

market — продавать

underwrite — гарантировать, страховать, поддерживать; подтверждать

relate to smth. — относиться к ч.-л.

corporate — корпоративный, общий

corporate history — история фирмы

commission — поручать, законтрактовать, давать заказ (художнику)

anniversary celebration — празднование годовщины; юбилей

how-to book — практическое руководство; учебно-инструктивная книга

a net (cash) return — чистое (денежное) поступление

free — бесплатный

distribution — распространение, распределение

accordingly — соответственно; таким образом

entire — полный, целый

an item of expense — статья расходов

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

сотрудник нашей организации; внештатный писатель (текстовик); написать биографию учредителя; напечатать и переплести; иметь значение; достаточное количество книг; история фирмы; юбилей; практическое руководство; чистое поступление.

2) Find the words in the text which describe or mean the following:

1. the people who work for an organization, especially a school or business —
2. doing work for companies without being employed by a particular company —
3. a big company or a group of companies acting together as a single organization —
4. as much as needed for a particular purpose; enough —
5. to make it certain that smth. will happen —
6. a date on which smth. special or important happened in a previous year —
7. belonging or relating to a corporation —

3) Translate the following words into Russian. Use them in sentences of your own:

to become involved in engaging —
to do extensive rewriting —
a sponsored book —
the necessary number of copies —
an established book publisher —
a sufficient number of books —
regular channels —
a potential audience —

4) Match the words which are close in their meaning:

famous	secured
extensive	ordinary
entire	distinguished
corporate	to engage
guaranteed	widespread
to hire	collective
regular	whole

5) Match the words having the opposite meaning:

famous	to dismiss
extensive	uncertain
entire	unusual
corporate	partial
guaranteed	unknown
to hire	individual
regular	limited

6) Match the words. Give as many variants as possible. Use them in sentences of your own:

guaranteed	celebration
necessary	distribution
sufficient	purchase
anniversary	audience
free	books
potential	number
sponsored	market

7) Insert prepositions where necessary (*on; for; to; after; through; by; in*):

- Books that relate directly _____ a company's product are also often underwritten _____ the company.
- _____ the sponsor buys the guaranteed number, the publisher is free to market the book _____ its regular channels.
- _____ many cases such books are planned _____ free distribution only.

4. How-to books can be published _____ whenever there is a potential audience.
5. Sponsored books may be written _____ anyone _____ your organization's staff.

8) Complete the sentences with the following words (*budget; staff; commissioned; hiring; return*):

1. Corporate histories are often _____ as part of an anniversary celebration.
2. It is simply a matter of _____ a printer to print and bind the necessary number of books.
3. Sponsored books may be written by anyone on your organization's _____.
4. Some may actually produce a net _____ for the publisher.
5. The entire cost must be included in the _____ as an item of expense.

9) Agree or disagree with the following statements:

1. After the sponsor buys the guaranteed number of books, the publisher is free to market the book through its regular channels.
2. Some how-to books may actually produce a net return for the publisher.
3. If you should become involved in engaging a freelance writer, be sure that you read some of his or her work.

10) Develop the following statement in writing. Use no more than 50 words.

Sponsored books may also be put together by freelance writers.

11) Explain the grammatical structure of the sentences:

1. ...extensive **rewriting** had to be done...
2. If you should be involved in **engaging** such a writer...
3. It is simply a matter of **hiring** a printer...

Write down 6 sentences of your own with the same structures.

12) Make up 5 questions about the text.

13) Sum up the text, write down one sentence.

14) Render the following text in English:

Товарная марка в структуре рекламного сообщения выполняет роль опознавательного знака, она позволяет выделить товар из ряда ему подобных, связывать в сознании потребителя рекламируемый товар и его производителя.

Современная товарно-знаковая практика оперирует следующими основными понятиями.

Товарная марка — это имя, знак, символ или их сочетания, предназначенные для идентификации товаров и услуг одного продавца или групп продавцов и дифференциации их от товаров и услуг конкурентов.

Марочное название — часть марки, которая может быть произнесена.

Марочный знак (эмблема) — часть марки, которую можно опознать, но невозможно произнести.

Торговый образ — это персонифицированная товарная марка.

Товарный знак (знак обслуживания) — зарегистрированные в установленном порядке обозначения, служащие для отличия товаров или услуг одних предприятий от товаров и услуг других предприятий. Регистрация товарного знака в установленном законе порядке обеспечивает владельцу исключительное право на его использование. Факт регистрации товарного знака удостоверяется помещением рядом с ним буквы R в круге: ®.

Существуют следующие виды товарных марок:

- 1) марка производителя (общенациональная марка);
- 2) марка посредника (марка дистрибьютора или дилера);
- 3) марка товара.

Присутствие марки в рекламном сообщении облегчает опознавание товара, производителя или продавца; служит определенной гарантией качества рекламируемого товара; позволяет получить общественное признание и сформировать позитивный имидж.

При разработке товарной марки учитываются следующие предъявляемые к ней особенности:

- 1) ассоциативность, логическая связь марки и имиджа субъекта, которому она служит;
- 2) оригинальность, новизна идеи, способность отличаться от существующих марок;

- 3) лаконичность, простота, выразительность, легкая запоминаемость;
- 4) возможность разнообразного применения, изготовления из различных материалов, реализация на плоскости, в пространстве, использование в различных масштабах;
- 5) неизменность, приспособляемость, долговечность, современность;
- 6) соблюдение всех ограничительных требований, содержащихся в законодательстве и международных договорах;
- 7) эстетичность.

Text F

T-Shirts and Buttons

T-shirts have been described as “walking billboards”, and some people, including sociologists, lament the fact that people are so materialistic that they willingly become walking ads for products, service, and social or political issues. Why people do this remains unresolved, but the fact is that they do spend their own money to advertise things with they may or may not have any direct connection.

Because so many people are willing to serve as billboards, you may find an opportunity to use this medium, which is particularly convenient for causes such as environmental protection. Often such groups make sizable income from the sale of T-shirts.

Corporations don't usually sell T-shirts, but they do distribute them to attendees at conferences, sales meeting, picnics, and other events. In these situations, the T-shirts contribute to a feeling of belonging to a team.

Almost every town and city in America has at least one shop where you can order T-shirts. You can specify just about anything your mind suggests — slogans, corporate logos, symbols, and so on. The process is simple and fast, and the costs are low. At some time, almost any organization may find T-shirts ads useful.

□ Vocabulary:

- billboard — рекламный щит
- lament — печалиться, сожалеть
- willingly — охотно
- issue — проблема, вопрос
- remain unresolved — оставаться нерешенным

be willing to do smth. — хотеть ч.-л. сделать
opportunity — возможность, шанс
particularly — особенно
convenient — удобный, подходящий
cause — дело
environment protection — охрана окружающей среды
sizeable — большой, порядочного размера
make incomes — получать доходы
corporation — корпорация, общество, объединение
distribute — распространять
attendee — присутствующий, участник
contribute to smth. — вносить вклад во ч.-л.; способствовать, содействовать ч.-л.
specify — точно определять; специально упоминать
mind — ум
slogan — девиз, слоган
corporate logo — фирменный логотип
symbol — символ
fast — быстрый

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

ходячая реклама; дело в том, что; прямое отношение; служить рекламой; защита окружающей среды; получать большой доход; участники конференции; торговые совещания; чувство принадлежности; по крайней мере.

2) Find the words in the text which describe or mean the following:

1. a large sign used for advertising —
2. to express disappointment about smth. you think is unsatisfactory or unfair —
3. caring only about money and possessions rather than things relating to the mind and soul, such as art or religion —
4. smth. concerning or relating to smth. —
5. fairly large —
6. a group of people who have been chosen to work together to do a particular job —

7. to be a member of a group or organization —

3) Translate the following sentences into Russian:

1. Yellow fever contributed to his early death at 19.
2. All attendees at the meeting should give their names to the coordinator.
3. Is Friday convenient for you?
4. The company is moving its corporate headquarters from St. Louis to Atlanta.
5. The Red Cross is distributing food and clothing to the refugees.
6. He didn't specify what surgery was required.

4) Match the words:

T-shirts	logos
walking	unresolved
corporate	protection
to make	billboards
to remain	advertisements
environmental	incomes

5) Match the words which are close in their meaning:

including	to spread
to lament	readily
to distribute	involving
to attend	helpful
willingly	to be present
convenient	to mourn

6) Match the words having the opposite meaning:

including	to celebrate
to lament	to be absent
to distribute	reluctantly
to attend	un useful
willingly	neglecting
convenient	to collect

7) Insert prepositions or adverbs if necessary (*of; at; from; in; with; as; to*):

1. _____ some time, almost any organization may find T-shirt ads useful.
2. In these situations, the T-shirts contribute _____ a feeling of belonging _____ a team.
3. Often such groups make sizable income _____ the sale _____ T-shirts.
4. T-shirts have been described _____ “walking billboards”.
5. Almost every town and city _____ America has _____ least one shop where you can order T-shirts.
6. The fact is that people do spend their own money to advertise _____ things _____ which they may or may not have any direct connection.

8) Explain the grammatical structure of the sentences:

1. The fact is that **they do spend** their own money to advertising things...
2. ...but **they do distribute** them to attendees at conferences,...

Write down 5 sentences of your own with the same structure.

9) Write questions to the following answers:

1. _____? Sociologists lament the fact that people are so materialistic.
2. _____? It is particularly convenient for causes such as environmental protection.
3. _____? Corporations distribute T-shirts to attendees at conferences, sales meetings, picnics.
4. _____? You can specify just about anything your mind suggests — slogan, corporate logos, symbols, and so on.

10) Explain how T-shirts can be used as billboards.

11) Sum up the text. Write down one sentence.

12) Translate in writing the first paragraph from the text.

13) Render the following text in English:

Товарный знак

Фирменный стиль (имидж) складывается из многих компонентов, главным из которых является товарный знак (ТЗ). Смысл товарного знака прежде всего в том, чтобы не путать одну фирму с другой. Товарный знак отличается содержательной и емкой, очень лаконичной формой, общедоступной для восприятия. Каждый ТЗ зарегистрирован и юридически защищен.

Товарные знаки могут быть в виде букв, чисел, слов, рисунков, изображающих реальные объекты или их геометрические абстракции, а также состоять из комбинаций названных элементов. Товарные знаки появились еще в конце XIX века.

Логотип

Логотип (ЛТ) — это «фирменная» подпись предприятия. Логотип может быть полным, сокращенным или даже вымышленным словом. Именно словом! А потому нельзя верить тем, кто все «фирменное» называет логотипом.

Товарный знак и логотип иногда полностью совпадают, иногда ЛТ бывает составной частью ТЗ. Вместе с тем это разные вещи. ЛТ может «брать» на себя целиком роль ТЗ, но ТЗ в виде бессловесного рисунка не может именоваться логотипом.

ТЗ и ЛТ вместе и по отдельности появляются как маркировка самого товара или его упаковки. Они используются также в деловой документации, на фирменных конвертах, бланках, визитных карточках и любой печатной продукции, выпускаемой их собственником для рекламы. Логотип защищен статьей 8 Парижской конвенции по охране промышленной собственности.

Фирменный блок

ТЗ и ЛТ вместе составляют фирменный блок (ФБ), в который дополнительно входят различные пояснения. Зрительная согласованность ТЗ и ЛТ просто необходима. Шрифт для ЛТ специально разрабатывается художником или подбирается из имеющихся шрифтов, что позволяет усилить впечатление от ТЗ и ЛТ.

Text G

Akin to T-shirts are buttons. They are widely used in political campaigns and at special events. They are also useful in fund-raising, when they are distributed to people who make donations. In San Francisco one year, money was raised for the ballet by selling SOB ("Save Our Ballet") buttons to pedestrians in the downtown area.

Buttons in general have a short life span. They are worn by convention delegates for a few days or by sales representatives during a trade show. Outside of these areas, people don't generally wear buttons unless they are highly committed to a particular cause.

Buttons call for some creative thinking in terms of expressing your message in one or two words. Advertising specialty firms can make buttons for you. The most expensive part is making the original plate or die; after that, buttons in bulk cost only pennies apiece to produce.

They don't walk but they do roll — bumper stickers. This once ubiquitous medium is still used to some extent. Most late-model cars have bumpers that are faced with rubber; neither this surface nor that of the car's body is a good place to attach a sticker. There are, however, a few places available on some cars, and there are some opportunities for the placement of stickers. As with posters, the prescription is brevity. Five or six words is about right.

□ Notes:

neither this surface nor that of the car's body — ни эта поверхность, ни поверхность корпуса машины.

□ Vocabulary:

akin to smth. — сродни ч.-л.; близкий к ч.-л., похожий на ч.-л.

button — пуговица, кнопка, значок (ам.)

fund-raising — сбор пожертвований в пользу фонда

make donations — вносить пожертвования

raise money — собирать деньги, добывать деньги

ballet — балет; спектакль

pedestrian — прохожий

downtown (ам.) — центр города, деловая часть города

span — период времени; короткий промежуток времени

convention — собрание, съезд, совещание, встреча

outside — за пределами

be committed to smth. — быть связанным с ч.-л.

call for smth. — требовать ч.-л. призывать к ч.-л.

in terms of — с точки зрения
specialty — специальный ассортимент
plate — пластинка, клише
die (pl. dice) — штамп, матрица
in bulk — навалом, оптом; в общей массе
apiece — поштучно, за штуку
bumper — бампер (у машины)
sticker — этикетка, наклейка, стикер
ubiquitous — вездесущий, повсеместный
face with — отделявать, облицовывать
rubber — резина
attach — прикрепить, приклеить
available — доступный, имеющийся в наличии
prescription — зд. совет; предписание
brevity — краткость

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

сбор пожертвований в пользу фонда; вносить пожертвования; в центральной части города; короткий период времени; торговые представители; специализированная выставка; делегаты на совещании; фирмы по изготовлению специального рекламного ассортимента; большинство машин последних моделей.

2) Find the words in the text which describe or mean the following:

1. very similar to smth. —
2. what you earn by working and use in order to buy things usually in the form of coins or pieces of paper with their value printed on them —
3. a small metal or plastic pin with a message or picture on it —
4. able to be used or bought or found easily —
5. existing or happening first; not copied from smth. else —
6. to collect money, support, etc. so that you can use it to help people —
7. a small piece of paper or plastic with a picture or writing on it that you can stick on to smth. —
8. an event that is held to collect money for a specific purpose such as a charity or political party —

3) Translate the following sentences into Russian:

1. Oranges are twenty cents apiece.
2. The die is cast.
3. The issue will be voted on at the annual convention.
4. I have to go downtown later.
5. Is it profitable to buy goods in bulk?

4) Match the words. Use them in sentences of your own:

political	stickers
to make	money
downtown	donations
to raise	thinking
bumper	areas
creative	campaign

5) Match the words which are close in their meaning:

special	convenient
generally	to spread
available	costly
to distribute	to fix
expensive	distinguished
to attach	commonly

6) Match the words having the opposite meaning:

special	cheap
generally	common
available	to remove
to distribute	extraordinarily
expensive	unobtainable
to attach	to collect

7) Insert preposition or adverbs (*to; in; by; at; for; about; during*):

1. Buttons call _____ some creative thinking _____
terms of expressing your message in one or two words.

2. They are worn _____ convention delegates _____ a few days or _____ sales representatives _____ a trade show.
3. Akin _____ T-shirts are buttons.
4. They are widely used _____ political campaign and _____ special events.
5. Five or six words is _____ right.

8) Complete the following sentences from the text and translate them into Russian:

1. Advertising special firms can make _____ for you.
2. Buttons in general have a short _____ span.
3. They don't walk but they do roll _____.
4. They are also used in _____, when they are distributed to people who make _____.
5. As with _____, the prescription is brevity.

9) Explain the following grammatical structure of the sentences:

1. They **are widely used** in political campaigns...
2. They **are distributed** to people...
3. They **are worn** by convention delegates...

Write down 5 sentences of your own with the same structure.

10) Make up 5 questions about the text.

11) Explain the following:

1. As with posters, the prescriptions are brevity.
2. They don't walk but they do roll-bumper stickers.

12) Sum up the text. Write down one or two sentences.

13) Translate the last paragraph in writing.

14) Render the following text in English:

Другие средства рекламы

Реклама на транспорте является высокоэффективным средством воздействия на массовые аудитории, когда избирательность не играет значительной роли. Выделяются такие типы ее основных носителей:

- внутрисалонные рекламные планшеты;
- наружная реклама на транспорте (помещается на бортах транспортных средств);
- стационарная реклама, размещенная на станциях метро, вокзалах, остановках и т.д.

Основными характеристиками рекламы на транспорте являются:

- широкий охват;
- мобильность (если рекламный щит жестко «привязан» к одному месту, то изображение, нанесенное на борт транспортного средства, целый день «путешествует» по городу);
- высокий уровень воздействия (пассажир, едущий до места назначения более получаса, невольно прочтет все рекламные объявления в салоне транспорта).

Сувенирная реклама используется для охвата заранее намеченной аудитории путем бесплатной раздачи сувениров без каких-либо обязательств со стороны получающего. Сувениры при этом служат знаками расположения рекламодателя к потенциальному покупателю и напоминают ему об отправителе.

Выделяют три основные категории рекламных сувениров:

- 1) календари (настенные и карманные);
- 2) изделия с надпечаткой (карандаши, ручки, линейки, блокноты, папки, брелоки, пепельницы, зажигалки и т.п.);
- 3) деловые подарки или подарки для ответственных работников (кейсы, настольные телефоны, бизнес-папки и т.п.).

Если первые два вида сувенирной рекламы рассчитаны на широкую аудиторию, то последний предназначен для избранных лиц, занимающих достаточно высокое положение в фирме — адресате рекламного обращения, и вручается лично.

В последнее время широкое распространение как носитель рекламы получили и цветные наклейки (стикеры). Если уровень исполнения высок с точки зрения эстетики и технологии, то есть вероятность того, что сам потенциальный потребитель нанесет ее на свое рабочее место (компьютер, стол, стену и т.п.), автомобиль (персональный или служебный), входную дверь и т.д.

Text H

Hot Lines and Toll-Free Numbers

A number of businesses, charitable organizations, and trade groups have set up hot lines and toll-free numbers that let the public contact them directly. Usually the purpose is to help people request information or ask questions. Here are some examples:

- The American Plastics Council will gladly send you a brochure describing how plastics make a contribution to the quality of our lives if you call its toll-free number.
- The National Turkey Association establishes a turkey hot line every Thanksgiving to advise anxious cooks on how to prepare the bird. The hot line receives thousands of calls every year.
- Credit card companies like Visa and MasterCard have free numbers for cardholders to inquire about the status of their accounts or to ask questions about billing.
- Companies that sell goods and services by telephone have toll-free numbers for consumers to order merchandise.

Other phone lines require that user pay a fee for each call placed. The phone company takes a service charge from this fee, and the remainder goes to the party being called. Charitable organizations are increasingly using such numbers to reduce their fund-raising costs.

Most organizations promote their use through advertising, direct mail, and media publicity.

□ Notes:

The American Plastics Council — Американский Комитет по распространению изделий из пластмассы.

The National Turkey Association — Национальная ассоциация Америки по выращиванию индюков (Национальная ассоциация «Индейка»).

Thanksgiving Day — День Благодарения. Национальный праздник, ежегодно отмечаемый в США в четвертый четверг ноября. Посвящен первому урожаю, собранному пилигримами из Плимутской колонии в 1621 г. после годовой зимы в Новом Свете. Колонисты выжили во многом благодаря помощи индейцев.

VisaCard — кредитная карточка компании «Виза», одна из самых распространенных среди американцев. Выдается большинством банков.

MasterCard — «Мастеркард». Популярная в США кредитная карточка, учрежденная группой банков. Входит в международную систему расчетов.

❑ **Vocabulary:**

hot line — горячая линия

toll-free — бесплатный (звонок по телефону)

request — просьба, заявка

make a contribution to smth. — вносить вклад во ч.-л.; дополнять ч.-л.

quality — качество

anxious — озабоченный

cook — кухарка, повар

turkey — индейка

cardholder — владелец карточки

inquire — расспрашивать

account — счет (в банке)

billing — оформление счетов

consumer — потребитель

merchandise — товар, товары

require — требовать

user — пользователь

fee — плата, гонорар; взнос

place a call — заказать разговор по телефону; позвонить

charge — сбор, плата

remainder — остаток

charitable — благотворительный

increasingly — все больше; все чаще

reduce — сократить

fund-raising costs — расходы, идущие на сбор пожертвований в пользу фонда

promote — содействовать

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

вносить вклад в; благотворительные организации; кредитная карточка; заказать телефонный разговор; взимать плату за об-

служивание; организовать горячую линию; заказать товар; расходы, идущие на сбор пожертвований в пользу фонда.

2) Find the words in the text which describe or mean the following:

1. relating to money or gifts given to people who need help, or organizations that give this kind of help —
2. the thing that an event, process, or activity is supposed to achieve —
3. goods that are produced to be sold, especially goods that are shown in a store for people to buy —
4. very worried about smth. —
5. the part of smth. that is left after everything else is gone or has been dealt with —
6. more and more all the time —
7. an act of asking for smth. politely or formally —
8. smb. who has a credit card —

3) Translate the following sentences into Russian:

1. He was feeling anxious and depressed.
2. The rebel group's actions have become increasingly violent.
3. They have made an urgent request for international aid.
4. Consumers will soon be paying higher bus fares.
5. Contributions to charities are tax deductible.

4) Match the words:

charitable	a contribution
to ask	numbers
to make	a call
hot	organizations
toll-free	lines
to place	questions

5) Match the words which are close in their meaning:

charitable	ordinarily
to establish	straight
to request	to accept
directly	to set up

commonly	to ask for
anxious	generous
to receive	eager

6) Match the words having the opposite meaning:

charitable	deviatingly
to establish	unusually
to request	to reject
directly	unwilling
commonly	to reply
anxious	mean
to receive	to destroy

7) Complete the following sentences from the text. Translate them into Russian:

1. A number of businesses, charitable organizations, and trade groups have set up _____ that let the public contact them directly.
2. Usually the purpose is to help people request _____.
3. Other phone lines require that users _____ for each call placed.
4. The phone company takes a service _____.
5. Charitable organizations are increasingly using such numbers to reduce _____.
6. The National Turkey Association establishes a turkey hot line every Thanksgiving to advise _____.

8) Insert preposition if necessary (*through; about; by; for; up; of*):

1. Credit card companies have free numbers _____ cardholders to inquire _____ the status of their accounts.
2. Most organizations promote their use _____ advertising, direct mail, and media publicity.
3. Companies that sell goods and services _____ telephone have toll-free numbers _____ consumers to order merchandise.
4. The hot line receives thousands _____ calls _____ every year.
5. A number _____ businesses, charitable organizations, and trade groups have set _____ hot lines and toll-free numbers.

9) Explain the grammatical structure of the sentence:

Other phone lines **require that users pay** a fee...

Write down 5 sentences of your own with the same structure.

10) Answer the following questions:

1. Why have some organizations set up hot lines and toll-free numbers?
2. Can you give examples of toll-free numbers?
3. When does the telephone company take a service charge from the fee?
4. Why do charitable organizations use such numbers?
5. How do most organizations promote their use?

11) Sum up the text. Write down one sentence.**12) Render the following text in English:**

Реклама в сети Интернет становится все более популярной у российских рекламодателей.оборот услуг по организации доступа в Интернет в России в прошлом году по некоторым оценкам превысил 50 млн долл. И продолжает расти. Примерно такими же темпами растут и расходы на рекламу в Интернете. Рекламодателей прежде всего может привлечь:

- охват потенциальной аудитории;
- мультимедийные возможности и гиперссылки, позволяющие последовательно, шаг за шагом вести потребителя по своей виртуальной экспозиции, притом что стоимость рекламы в сети Интернет порой значительно ниже, чем в отдельных СМИ;
- возможности интернет-технологий позволяют каждому рекламодателю узнать реальное число посетителей его странички.

Самым популярным способом представления рекламы в Интернете является собственная страница.

Но сама по себе даже профессионально сделанная страница не может гарантировать привлечение внимания потребителей, если она размещена не на «раскрученном» сервере. Необходимо во всех рекламно-информационных материалах предприятия обязательно указывать адрес страницы в Интернете и чаще обновлять информацию на ней.

Есть и другой вариант размещения рекламы — в виде своего рода объявления в рамке, которое называют баннером, расположить его на популярном сервере, например поисковом.

Таким образом, рекламу в сети Интернет надо рассматривать не как нечто экзотическое или виртуальное, а как одно из эффективных средств привлечения потребителей.

Еще одна классификация предлагает рассматривать рекламу с точки зрения многогранных проблем заказа, исполнения и распространения.

CHAPTER III

SPEAKERS AND SPEECHES

UNIT 12

SPEAKERS

Text A

The United States is a society of speakers and audiences. It was estimated that companies and associations convene close to a million meetings annually, all of them focusing on speakers in endless succession.

Today the public is demanding more open corporate disclosure, and this is encouraging many executives to mount the speaker's rostrum. As a consequence, more executives are taking courses designed to improve their public speaking skills. Companies have rushed into speech training for executives, creating a major boom for consultants who train employees at all levels to represent their firms in public forums or television interviews.

It was once said that any chief executive officer who does not devote a third of his or her time to public relations should be fired, and that chief executive officers used to spend three-fourths of their time running the organization and now spend almost the same amount of time on public affairs, including a lot of personal appearances.

PR Reporter, a weekly newsletter, does an annual survey of how much time top management spends on public affairs, and the percentage goes up every year. For example, in one survey it was found that over half the surveyed executives spent ten or more hours each month meeting with outside groups, the majority average 20 speeches a year, and about two-thirds of CEOs spend time on press conferences and another third appear on radio and TV.

Finding Speakers

In most organizations there are people who are able and willing to make speeches. Some of the would-be speakers will be known, others may need to be found. This can be done by recruiting volunteers or by asking people to suggest the names of individuals who might be willing to serve. If the organization is some sort of nonprofit group, the membership at large may contain a number of potential speakers. In any organization, the employees may be a good source of speakers.

□ Vocabulary:

convene — созывать

succession — последовательность

mount the rostrum — подняться на трибуну

consequence — последствие

fire — увольнять

CEO = chief executive officer — генеральный директор, председатель правления

run the organization — управлять организацией

annual survey — ежегодный обзор

would-be — (adj.) возможный, потенциальный

recruit volunteers — набирать добровольцев

newsletter — информационный бюллетень

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

уделять время ч.-л.; то же самое количество времени; высшее руководство; выступать по радио и телевидению; подсчитать; на всех уровнях; представлять свою организацию; улучшить навыки; некоммерческий.

2) Find the words in the text which describe or mean the following:

1. to call smb. for a formal meeting —
2. a number of people or things of the same type that happen or follow one after another —
3. smb. who hopes to have a particular job or intends to do a particular thing —
4. to force smb. to leave their job —

5. raised area that you stand on when you are making a speech —
6. smth. that happens as a result of a particular action or situation —

3) Translate the following words and word-combinations into Russian. Use them in sentences of your own:

1. succession
in succession
to succeed smb.
to succeed in doing smth.
success
successful
successive
successor
2. to volunteer (v.)
to volunteer one's services
a volunteer
voluntary

4) Match the words. Use them in your own sentences:

weekly	succession
speaking	group
endless	officers
nonprofit	newsletter
executive	skills

5) Translate the following sentences into Russian:

1. A board was convened to judge the design competition.
2. I heard a succession of loud bangs outside.
3. The company fired a top executive for his role in improper financial dealings.
4. Reporters shouted questions as the Major mounted the steps of City Hall.
5. We are very much aware of the consequences our actions will have.

6) Match the words having the opposite meaning:

fire	hinder
boom	descend

encourage	harm
mount	collapse
improve	engage

7) Complete the following sentences from the text and translate them into Russian:

1. This is encouraging many executives...
2. More executives are taking course...
3. It was once said that any chief executive officer...
4. This can be done by recruiting volunteers...

8) Explain the grammatical structure of the sentences:

1. ...chief executive officer **used to spend** three-fourths of their time running the organization.
2. ...others **may need to be** found.
3. ...who **might be** willing to serve.

Write down sentences of your own with the same structures.

9) Insert prepositions where necessary (as; on; at; to):

- to focus _____ smth. to spend time _____ smth.
 _____ a consequence to appear _____ TV
 _____ all levels _____ large
 to mount _____ a rostrum to devote time _____ smb.

10) Write questions to the following answers:

1. _____? Companies and associations convene close to a million meeting annually.
2. _____? Today the public is demanding more open corporate disclosure.
3. _____? Yes, PR Reporter does an annual survey of how much time top management spends on public affairs.
4. _____? In most organization there are people who are able and willing to make speeches.
5. _____? Yes, the employees may be a good source of speakers.

11) Paraphrase the following sentences:

1. Companies and associations convene close to a million meeting annually.
2. This is encouraging many executives to mount the speaker's rostrum.
3. ...creating a major boom for consultants.
4. Percentage goes up every year.
5. Some of the would-be speakers will be known.

12) Can you explain the following:

1. The United States is a society of speakers and audiences.
2. Today the public is demanding more open corporate disclosure.
3. Companies rushed into speech training for executives.
4. If the organization is some sort of nonprofit group, the membership at large may contain a number of potential speakers.

13) Sum up the text. Write down one sentence.

14) Render the following text in English:

Входящие в комплекс средств публичных речей различного рода доклады и выступления при надлежащем их проведении не только могут решить узкие деловые задачи, но и стать средством коммуникационной политики. В них представитель фирмы (сотрудник ПР-службы) убеждает слушателей в достоинствах своего проекта или продукта, своей услуги, формирует к себе благоприятное отношение.

Устное выступление, речь, доклад, даже телефонный звонок — это важнейшие средства, от использования которых нередко зависят имидж фирмы, отношение партнеров, потребителей, судьба закона, внимание к отрасли, предприятию, товару, наконец, самому оратору. И в мировой практике бизнеса эти средства широко используются.

Выступления, обращения могут использоваться не только за пределами фирмы, но и внутри нее, ведь единственный способ настраивать людей на энергичную деятельность — это общение с ними.

Несмотря на кажущуюся простоту, устное выступление как средство налаживания связей с общественностью, партнерами, клиентами, потребителями является весьма сложной задачей и требует необходимых знаний, умений и навыков.

Text B

Selecting Speakers

It is imperative to select speakers who can convey ideas and information effectively. In some cases the chief executive officer is the only possibility. If reporters demand a statement from the president, their request must be granted, but if circumstances permit, it may be better to choose somebody else.

J. L. Kraft was the founder of Kraft Cheese Co. He was a very able man but had a voice like a rock crusher. He was a very poor speaker. Both he and his people knew this, so Kraft made very few public speeches. This is not to say that speakers should be selected for their dulcet voice or attractive faces, but the possible public reaction to any speaker should be considered.

Another factor in choosing a speaker is expertise. The speaker will be expected to have considerable knowledge of the subject to be discussed. If there is one person in the organization who is familiar with the subject, that person is the logical candidate, but if there are several who are knowledgeable it may be advisable to choose the one who will make the best impression.

The ideal speaker is one who knows much about the subject, whose voice and appearance will help make a good impression, and who is a polished public speaker. You won't always find ideal speakers, but if you consider the desirable characteristics and make reasoned selections, your speakers should be effective.

Preparing Speakers

No one should ever make a public appearance without preparation. Even if a hostile reporter is sitting in the reception room and demanding an immediate hearing, the spokesperson must take time to prepare for the session. On most occasions there will be enough time to do the job thoroughly, but even when time is at a premium, a few minutes must be set aside for at least a minimum of preparation. Preparation include providing information, determining the key points to be made, coaching to training, and giving suggestions on grooming and personal mannerisms.

Informing Speakers

The speaker must know the nature of the session. If it is a panel, a debate, or an interview, the speaker must know what procedures will be followed. Most of these are similar, but there may be slight differences, and you should warn the speaker of any deviations from the norm. If there is to be an interview at a radio station, the speaker should first watch at least one episode.

A session on home ground will be in familiar surroundings, but if the appearance is to occur at a station, the speaker must know where to sit, where to look, and to whom to talk. Placement of cameras, microphones, and lights is important, your speaker should be familiarized with the setup well before the program is to start. This means early arrival.

If the appearance is a panel, your speaker must know who the other people are and what they are likely to say. This will enable your speaker to avoid echoing others and to supplement their remarks rather than repeating them.

If the appearance is a debate, it is imperative to know the arguments of the opposition. If the speaker knows what the other side is going to claim, it may be possible to demolish erroneous statements and to present more effective arguments. Debating coaches often start their teams by having them present the opposition's arguments. A team that is to argue in favor of the value-added tax might start by preparing a strong case against it. In this way the debaters will be prepared for the arguments they are likely to face.

□ **Notes:**

Kraft Cheese Co. — компания по производству продуктов питания. Производит сыры с товарным знаком «Крафт», продукты переработки растительных масел — майонез, маргарин и т.д. Расположена в г. Гленвью, штат Иллинойс.

□ **Vocabulary:**

imperative — необходимый

grant a request — удовлетворить просьбу

permit — позволять

dulcet — сладкий, нежный

at a premium — быть в дефиците

groom — подготавливать

panel — группа экспертов; жюри; семинар, «круглый стол»

deviation — отклонение

demolish — опровергать, уничтожать

erroneous — ошибочный

value-added tax (VAT) — налог на добавленную стоимость

present an argument — выдвинуть аргумент

supplement — добавлять, дополнять

Exercises

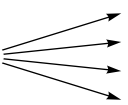
1) Find the English equivalents in the text. Use them in sentences of your own:

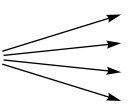
избежать ч.-л.; характер встречи; предупредить к.-л. о ч.-л.; выступление по телевидению; знакомая обстановка; расположение камер и микрофонов; в пользу ч.-л.; тщательно сделать работу; основные вопросы; произвести хорошее впечатление.

2) Find the words in the text which describe or mean the following:

1. extremely important, necessary, and urgent —
2. a noticeable difference from what is expected or normal —
3. incorrect or wrong —
4. soft and pleasant to hear —
5. to prepare smb. for an important job or position in society by training them over a long period —
6. a group of people with skills or special knowledge who have been chosen to give advice or opinions on a particular subject —

3) Translate the following word-combinations into Russian. Think of your own sentences with them:

to convey  ideas
information
meaning
greetings

to grant  a request
a consent
a favor
permission

4) Translate the following sentences into Russian:

1. Hotel rooms are at a premium during the summer.
2. It's imperative that you leave immediately.
3. At least 15 million Americans still hold the erroneous view that cancer is contagious.
4. His son was being groomed to take over the business.
5. A panel of scientists met to discuss the issue of nuclear safety.
6. She refused to grant our request for an interview.

5) Match the words which are close in their meaning:

attractive	coach
imperative	productive

only (adj.)	urgent
effective	appealing
groom	singular

6) Match the words having the opposite meaning:

permit	friendly
attractive	fruitless
poor	repulsive
effective	refuse
hostile	superior

7) Complete the sentences with the following words (*at a premium; granted; expertise; imperative; deviations; permit; convey*). Translate them into Russian:

1. It is _____ to select speakers who can _____ ideas and information effectively.
2. You should warn the speaker of any _____ from the norm.
3. Another factor in choosing a speaker is _____.
4. Even when time is _____ a few minutes must be set aside for at least a minimum of preparation.
5. If reporters demand a statement from the president, their request must be _____, but if circumstances _____, it may be better to choose smb. else.

8) Write these words with correct negative prefixes (*un; in*):

effectively; able; attractive; possible; considerable; familiar; desirable.

9) Insert the prepositions where necessary (*on; for; with; of; to*):

- | | |
|----------------------------|---------------------------------|
| reaction _____ smth. | _____ most occasions |
| to be familiar _____ smth. | to include _____ smth. |
| to demand _____ smth. | to give suggestions _____ smth. |
| to prepare _____ smth. | to warn smb. _____ smth. |

10) Make up 10 questions to the text. Begin them with:

who; how; when; where; in what way; what.

11) Paraphrase the italicised words:

1. ...the spokesperson must *take time* to prepare for the session.
2. ...if the appearance is *to occur* at a station,...
3. ...your speaker *should be familiarized* with the set up will before the program is to start.
4. Preparation including giving suggestions on *grooming* and personal *mannerisms*.

12) Can you explain the following:

1. ...who is a polished public speaker.
2. A session on home ground will be in familiar surroundings.
3. If the speaker knows what the other side is going to claim, it may be possible to demolish erroneous statements and to present more effective arguments.

13) In every paragraph find one sentence showing the main idea of it.

Text C

The value of knowing the answer to oppositions point was proved in a series of debates conducted during an election campaign to pass a law affecting farm labor. One side repeatedly charged that the opposition was financed primarily by the oil companies. The public relation director for the opposition tried repeatedly to get the facts but didn't succeed until the campaign was almost over. The facts showed that the oil companies had given about 0.5 percent, but the information came almost too late to use.

It is particularly important to know who is going to ask questions. If it is a moderator, the speaker should know something about the way in which that moderator conducts a session. If it is a reporter, the speaker needs to know as much as possible about that person's style or approach. A friendly reporter may be after facts, but a hostile reporter may be hunting for something to confirm previously established convictions.

A hostile reporter might open an interview by asking, "Does your product contain a substance that can cause cancer?" The respondent might truthfully answer yes and never get a chance to explain that the quantity of the carcinogen is so low as to be insignificant. (Many natural foods containing no additives whatever contain minute quantities of substances that have, when given in enormous quantities, caused cancer in laboratory animals. Even peanut butter comes under this cloud.)

By studying the reporter or interviewer and the publication or program that he or she represents, you may be able to make some informed guesses as

to the kind of questions that are likely to be asked. Anticipating questions and preparing answers is a vital part of an interview. Fortunately for the person to be interviewed, many such sessions are devoted purely to fact-gathering. In such instances, the speaker merely needs to know what information is wanted and to have it ready. Your responsibility here is, insofar as possible, to find out before the interview just what the reporter wants.

□ **Vocabulary:**

- pass a law — провести закон
- affective — касающийся, затрагивающий
- charge — обвинять
- primarily — в основном
- succeed — преуспеть в ч.-л.
- approach — позиция, точка зрения
- hunt for smth. — охотиться за ч.-л.
- confirm — подтверждать
- conviction — убеждение
- substance — вещество
- cause — вызывать
- cancer — рак
- quantity — количество
- carcinogen — канцерогенное вещество
- additive — добавка
- minute — минимальный
- enormous — огромный
- peanut butter — арахисовое масло
- guess — предположение
- anticipate — предполагать
- devote — посвящать
- moderator — посредник; председатель
- conduct a session — проводить заседание
- insofar as — поскольку, настолько, в той мере, в какой...

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

начать интервью; предварительно; к счастью для к.-л.; ряд дискуссий; неоднократно; честно; не иметь возможности; незначительный; в огромных количествах; в таких случаях.

2) Find the words in the text which describe or mean the following:

1. smb. whose job is to control a discussion or argument and to help people reach an agreement —
2. to say publicly that you think smb. has done smth. wrong —
3. a type of solid, liquid, or gas that has particular qualities —
4. to make smth. happen, especially smth. bad —
5. a substance that can cause cancer —
6. a substance, especially a chemical, that is added to smth. such as food, to preserve it, give it color, improve it etc. —

3) Match the words. Think of your own sentences with them:

oil	foods
fact	campaign
natural	labor
election	companies
farm	gathering

4) Translate the following sentences into Russian:

1. Hundreds have charged that police used excessive force during the demonstration.
2. Our advertising campaign has succeeded in attracting more customers.
3. The transportation of flammable substances is tightly regulated.
4. Heavy traffic is causing long delays on the freeway.
5. Foods sold under this label are guaranteed to be free from additives.
6. Sales are better than anticipated.
7. He agreed to assist us with moving and other expenses, insofar as he was able to do so.

5) Match the words which are close in their meaning:

opposing	generate
succeed	predict
cause (v.)	antagonistic
enormous	achieve
anticipate	gigantic

6) Match the words having the opposite meaning:

cause (v.)	similar
enormous	fail
opposing	deny
succeed	prevent
confirm	minute

7) Find in the text sentences with the modal verbs *may, might, should* and the verb *to need*. Translate them into Russian and explain the usage of these verbs. Think of your own sentences with them.

8) Complete the sentences with the following words (*primarily; charged; convictions; succeed; hunting; confirm*). Translate them into Russian:

- One side repeatedly _____ that the opposition was financed _____ by the oil companies.
- The public director for the opposition tried repeatedly to get the facts but didn't _____ until the campaign was almost over.
- A hostile reporter may be _____ for smth. to _____ previously established _____.

9) Insert prepositions where necessary (*for; to; in*):

an answer _____ smth. to be devoted _____ smth.
 to affect _____ smth. to cause _____ smth.
 to hunt _____ smth. _____ some instances

10) Write questions for the following answers:

- _____ ? One side repeatedly charged that the opposition was financed primarily by the oil companies.
- _____ ? The facts showed that the oil companies had given about 0.5 percent.
- _____ ? No, the information came almost too late to use.

11) Can you explain the following:

- A friendly reporter may be after facts.
- Even peanut butter comes under this cloud.

12) Develop the following statements:

1. It is particularly to know who is going to ask questions.
2. Anticipating questions and preparing answers is a vital part of an interview.

13) Translate in writing the paragraph beginning with the words: *“A hostile reporter...”*

14) Render the following text in English:

Выясните заранее, какие темы или вопросы журналист хочет охватить, и поговорите с ним как можно раньше до интервью.

В случае интервью с журналистом из печатного органа познакомьтесь с ним и его статьями. Бывает полезно небольшое расследование в отношении других статей по данной теме или связанным с этим местными проблемами.

Общаясь с электронной прессой, расспросите журналистов, телевизионных радиорежиссеров об их аудитории. Если можно, посмотрите (послушайте) программу или ее записи. Когда интервью предстоит давать местным журналистам, а культура и нравы этих мест вам неизвестны, то существенную помощь могут оказать местные жители, газеты и справочная литература.

Часто журналисты не говорят заранее о том, что могут спросить в интервью. Будьте готовы к сюрпризам, щекотливым вопросам и обсуждению спорных проблем.

Хотя ваша главная задача состоит в собственной подготовке, вы успешнее охватите тему, если поможете и журналисту лучше подготовиться к интервью. Нехватка времени у того во многом объясняет неудачные программы, которые воспринимаются как небрежное, неточное и несбалансированное освещение проблемы. Поэтому, помогая журналистам, вы помогаете и самому себе.

Подготовка к интервью может включать работу сотрудника по связям с общественностью с журналистом и ознакомление его с соответствующей справочной литературой. Но любая информация, которую вы предоставляете заранее, должна быть краткой.

Text D

Coaching Speakers

The great increase in investigative reporting and the bad impressions made by some people in responding to questions has led to the creation of special training courses for people who may have to face these reporters.

In these courses, the students (who may be chief executives of major corporations) are grilled by reporters. Frequently the interviews are taped and then played back to the students. Witnessing oneself blushing, floundering, mumbling, or seeming incompetent is powerful stimulus to do better the next time. Results of these sessions have been excellent, and they are attracting an ever-growing number of executives.

Because the costs of such training sessions often run into thousands of dollars, organizations with limited budgets may not be able to afford them. If you find yourself in such a situation, it is still possible to train the spokespeople of your organization.

First, you must get a commitment from the interviewee to spend some time learning how to give effective interviews. You can teach the person many of the basics that have been discussed here. You can also play the role of the reporter and ask questions. Expected questions should be supplemented by others, such as “trick and trap” questions. You should heckle, storm, charge the respondent with ducking the questions, and try in every way possible to make your student lose his or her temper.

Although your student may become somewhat irritated with you, such a session will build confidence in handling a real question-and-answer situation. Another thing you can do is to hire a local reporter or editor as a consultant to spend an hour or two in a simulated interview with your spokesperson. This will give your student a chance to meet a real reporter in a controlled situation. Mistakes here will be much easier to bear than that might occur on live show being broadcast to thousands.

□ Vocabulary:

grill — (col.) учинять допрос

tape — записывать на пленку

witness — являться очевидцем; видеть воочию

blush — краснеть

flounder — путаться в словах

mumble — бормотать

stimulus — стимул
afford — позволить себе
limited budget — ограниченный бюджет
commitment — обязательно
interviewee — интервьюируемый
basic — основы
hackle — прерывать оратора каверзными вопросами
storm — нападать, бушевать
duck a question — увертываться от ответа
lose one's temper — выйти из себя
handle smth. — справиться с ч.-л.
hire — нанять
bear — относиться терпимо к ч.-л.
live show — передача в прямом эфире

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

производить плохое впечатление; отвечать на вопросы; крупные организации; привлекать все возрастающее количество людей; заставить к.-л. выйти из себя; привести к ч.-л.; столкнуться с ч.-л.; казаться некомпетентным; обвинять к.-л. в ч.-л.

2) Find the words in the text which describe or mean the following:

1. smth. that help a process to develop more quickly or more strongly —
2. to have great difficulty saying smth., especially because you are not sure what to say —
3. to say smth. too quietly and not clearly enough, so that other people cannot understand you —
4. to ask smb. a lot of difficult questions in order to make them explain their actions, opinions etc. —
5. to see smth. happen —
6. a promise to do smth. or to behave in a particular way —
7. the most important and necessary facts about smth., from which other possibilities and ideas may develop —

3) Match the words. Think of your own sentences with them:

chief	corporations
simulated	courses
training	executives
major	budget
limited	interview

4) Translate the following sentences into Russian:

1. Tax cuts provided the stimulus the slow economy needed.
2. Several resident claim to have witnessed the attack.
3. Our company has a commitment to equal pay and opportunities.
4. She stormed into his office for an explanation.
5. He ducked a question about his involvement in the bank scandal.
6. She doesn't want anyone to think she can't handle the pressure.

5) Complete the following sentences (*mumbling; stimulus; effective; grilled; floundering; witnessing; commitment; irritated; build confidence; handling*).

Translate them into Russian:

1. In these courses, the students are _____ by reporters.
2. _____ oneself blushing, _____, _____, or seeming incompetent is a powerful _____ to do better the next time.
3. You must get a _____ from the interviewee to spend more time learning how to give _____ interviews.
4. Although your student may become somewhat _____ with you, such a session will _____ in _____ a real question-and-answer situation.

6) Insert the prepositions where necessary (*by; with; to; in; to*):

an increase _____ smth. to face _____ smth.
 to respond _____ smth. to be supplemented _____ smth.
 to lead _____ smth. to be irritated _____ smb.

7) Match the words which are close in their meaning:

blush	confront
mumble	observe
face	floundering

witness	flush
incompetent	mutter

8) Match the words having the opposite meaning:

mumble	dexterous
witness	pale
incompetent	enunciate
face	overlook
blush	evade

9) Paraphrase the following sentences using synonyms of the underlined words:

1. The students are grilled by reporters.
2. You should heckle, storm, charge the respondent with ducking the questions.
3. Witnessing oneself blushing, floundering, mumbling, or seeming incompetent is a powerful stimulus to do better the next time.

10) Answer the following questions:

1. What has the great increase in investigative reporting led to?
2. What does the coaching of speakers in special training courses consist in?
3. Why are these courses attracting an ever-growing number of executives?
4. What sort of commitment should be obtained from the interviewee?
5. How can a role-play be used in teaching speakers?

11) Agree or disagree:

Start with the following phrases:

Well, that's the thing	I don't entirely agree with...
I can't agree more	I see the point, but...
I'm of exactly the same opinion	To a certain extent, yes, but...
True enough	That's one way of looking at it, but...
Oh, definitely	Yes, but on the other hand...

1. Witnessing oneself blushing, floundering, mumbling, or seeming incompetent is a powerful stimulus to do better the next time.

2. Although your student may become somewhat irritated with you, such a session will build confidence in handling a real question-and-answer situation.

12) Can you explain the following:

1. Expected questions should be supplemented by others, such as “trick and trap” questions.
2. Mistakes here will be much easier to bear than those that might occur on a live show being broadcast to thousands.

13) Write down one sentence summing up the contents of the text.

14) Render the following text in English:

***Публичные выступления — это представления:
сыграйте свою роль***

Те, кто подходят к своему выступлению перед публикой или интервью прессе как к представлению, достигают наилучших результатов.

Публичное выступление требует физической и психологической энергии, сосредоточенности и размеренности. Чтобы обеспечить необходимую энергию и при этом выглядеть нормально, говорите энергичнее и оживленнее обычного, особенно если находитесь на удалении от аудитории.

Жестикуляция и мимика добавляют энергичности вашим словам. Чтобы обеспечить успех выступлению перед публикой или интервью прессе, требуются значительные физические усилия; наклонившись вперед и жестикулируя, вы сможете лучше поддерживать энергетический уровень и компенсировать неблагоприятный эффект стрессовой ситуации.

Концентрация на аудитории поможет прояснить ваши мысли и сфокусировать внимание.

Размеренность особенно нужна для продолжительных речей и интервью.

Есть важное различие между «выступлением» и «игрой», и аудитория немедленно это почувствует. Повышенная энергия и оживленность помогут безукоризненно произнести речь, а желание и стремление установить контакт с аудиторией — добиться ее одобрения, а может, и поддержки, и не позволят считать ваше выступление простой игрой.

Text E

Key Point

People remember only a small part of what they see and even less of what they hear. Out of several thousand words in a speech, listeners may remember only a few. If the entire speech is published, most readers still won't remember much of what they read. Therefore, every speech should contain at least one memorable key point. In a debate or on a panel, the same rule applies. Be sure that the most important ideas are stated in a clear and memorable way. With interviews this is doubly important, because an interviewer from a publication may rely on notes, taking down only the highlights. If the interview is for a radio or television program, a large part of what is recorded may not be used. People frequently complain that after they have given an hour-long interview, only a minute or two is actually broadcast.

Determining the key points requires a thorough study of the subject to be covered. Among all the ideas that might be pertinent, there are always a few that are vitally important. A good way to find them is to try to boil everything down into a few brief sentences. Each of these sentences should be a clear and positive statement covering one of the main ideas.

Grooming

If the person to make an appearance is a celebrity or performer, the choice of what to wear won't be a problem. On shows being broadcast from Las Vegas or Hollywood, men commonly wear casual clothing. Women may wear flamboyant outfits that expose legs. This is part of the image they are trying to project, but these are "personality" shows whose sole purpose is to entertain.

To get a serious message across to an audience, there is a different set of rules. The speaker must dress conservatively and show or do nothing that might distract attention from the message.

Men should wear conservative suits. A sports jacket might be permissible in some cases, but it must not be loud. Violent colors won't do. Suits should be dark, if there is a pattern, it should be so subdued as to be almost invisible. White reflects light, so it should be avoided. Your speakers should even avoid white shirts. Pale blue, gray, or tan with no noticeable pattern is best.

Flashy rings, large cuff links, and big belt buckles are unacceptable. If a man has a dark beard, a shave just before the appearance is good idea. For any television appearance, the producer may suggest some makeup. This should not be resisted, even the nation's presidents have used it.

Women should dress conservatively in dresses or suits. Makeup should be the kind that is normally worn for business. Any jewelry that dangles, jingles, or flashes is taboo.

Another important point is that the speaker is “on stage” at all times. A surreptitious scratch or adjustment of clothing may be seen by some members of the audience or picked up by a TV camera. No speaker should assume that an inelegant gesture will not be seen.

❑ **Vocabulary:**

memorable — запоминающийся

highlight — основной момент, факт

pertinent — уместный, подходящий

casual — повседневно

flamboyant — броский, показной

outfit — костюм

expose — выставять напоказ

get a message across — донести идею

distract attention from smb., smth. — отвлечь внимание от к.-л., ч.-л.

permissible — допустимый

loud — кричащий, яркий

pattern — рисунок

subdued — приглушенный

surreptitious — сделанный исподтишка

celebrity — знаменитость

performer — исполнитель

Exercises

1) Find the English equivalent in the text. Use them in sentences of your own:

ключевой момент; вдвойне; полагаться на записи; жаловаться; подробное изучение вопроса; единственная цель; набор правил; избегать ч.-л.; запонки; бижутерия; выступления по телевидению.

2) Find the words in the text which describe or mean the following:

1. the most important, interesting, or enjoyable part of an activity, movie, sports event etc. —

2. directly relating to smth. that is being considered —
3. not formal, or not for a formal situation —
4. allowed by law or by the rules —
5. to uncover or show smth. that is usually covered or not able to be seen —

3) Match the words. Use them in sentences of your own:

television	interview
sports	buckle
hour-long	jacket
casual	appearance
belt	clothing

4) Translate the following sentences into Russian:

1. The weekend in Venice was definitely the highlight of our trip.
2. The information is not pertinent to this study.
3. The use of racial preferences is not permissible under the new law.
4. Two boys were smoking cigarettes surreptitiously behind the bushes.
5. Events in Europe must not distract attention from problems in the third world.

5) Complete the following sentences (*audience; surreptitious; casual; applies; thorough; determining*):

1. In a debate or on a panel, the same rule _____.
2. On shows being broadcast from Las Vegas or Hollywood, men commonly wear _____ clothing.
3. A _____ scratch or adjustment of clothing may be seen by some members of the _____ or picked up by a TV camera.
4. _____ the key points requires a _____ study of the subject to be covered.

6) Match the words which are close in their meaning:

flamboyant	quiet
permissible	suitable
pertinent	extravagant
subdued	admissible
loud	gaudy

7) Match the words having the opposite meaning:

pertinent	subdued
permissible	open
loud	irrelevant
flamboyant	prohibited
surreptitious	conservative

8) Discuss the functions of the infinitive in the following sentences. Think of your own sentences with these and some other functions.

1. If the person to make an appearance is a celebrity or performer.
2. ...it should be so subdued as to be almost invisible...

9) Write these words with correct negative prefixes (*in/un; in; un/im; un; dis*):

memorable, important, elegant, clear, appearance, permissible, visible, noticeable, acceptable.

10) Answer the following questions:

1. Why should every speech contain at least one memorable key point?
2. In what way should the most important ideas be stated?
3. What do interviewed people often complain of?
4. What does determining the key points require?
5. Why isn't the choice of what to wear a problem for a celebrity or performer?
6. What set of rules is there to get a serious message across to an audience?
7. What sort of clothes are advisable for men who are to make an appearance?
8. What rules are there for women?

11) Can you explain the following:

1. A good way to find them is to try to boil everything down into a few brief sentences.
2. Violent colors won't do.
3. Any jewelry that dangles, jingles, or flashes is taboo.
4. These are "personality" shows whose sole purpose is to entertain.

12) Agree or disagree:

1. People remember only a small part of what they see and even less of what they hear.
2. The speaker must dress conservatively and show or do nothing that might distract attention from the message.

13) Give a summary of the unit.**14) Translate the following text into Russian:*****Speaker's Bureau Reaches a Diverse Audience***

An effective tool for community outreach is a speaker's bureau. Employees, who are often volunteers, are trained to present the company or organization's story to a variety of audiences.

An outstanding example of a speaker's bureau is one organized by Southern California Edison, which saw a vital need for company speakers with multilingual ability. For example, the utility serves 3 million Hispanic customers. One-fourth of them do not speak any English, and more than three-fourths speak their native language at home. It also serves 600,000 Asians customers; 16 percent do not speak English, and 70 percent speak their native language at home.

The speaker's bureau has 11 company employees who are fluent in English and one other language — Spanish, Mandarin, Cantonese, Cambodian, or Vietnamese. They are available to community groups, neighborhood associations, schools, churches, and various civic groups free of charge... The most frequent topics requested from groups include energy conservation, earthquake preparedness, electric safety, and consumer service.

Southern California Edison promotes its speaker's bureau with advertisements in ethnic newspapers, flyers, and public service announcements on ethnic radio stations.

□ Notes:

Mandarin — мандаринское наречие китайского языка. Официальный язык КНР, на котором говорит большинство образованных китайцев.

Cantonese — кантонский диалект китайского языка (Canton — Кантон, Гуанчжоу).

Hispanic — латиноамериканский.

15) Render the following text in English:

Частично наши решения относительно одежды зависят от того общего впечатления, которое мы желаем произвести. Ваша цель как представителя организации — выглядеть авторитетно и вызывать доверие.

При выборе одежды для телеинтервью помните о другой цели — зрителю надо не смотреть на вас; ему надо слушать вас.

Одежда должна быть консервативной и удобной и не отвлекать внимание аудитории от ваших слов, а привлекать его к вашей внешности.

Благодаря освещению температура в студии повышается, а напряжение, вызванное тем, что вы предстаете перед глазами зрителей, еще более «накаляет обстановку», поэтому одежда должна быть как можно легче, а ее цвет — однотонным, без всевозможных рисунков, клеток, полос, горошка и т.д.

Лучше всего подойдут средние тона синего, серого и коричневого цветов. При очень темной одежде на телеэкране теряются ее детали. Следует также избегать большого количества черного и белого цветов. Яркие оттенки красного цвета выглядят очень резкими.

Text F

Interview Tips

Speeches, panels, and debates usually have a definite structure. By contrast, interviews may go far off the expected track. To get the best result from an interview, a speaker should remember these tips:

- Most reporters may merely want information, but some will be looking for headlines. To appreciate this, just watch a presidential press conference. Note the kinds of questions asked and visualize the headlines that might result from an injudicious reply.
- Conversely, it may be desirable to make headlines. If you do want to see special attention paid to something, say it in a way that can be quoted or even headlined.
- Watch for loaded questions. Take time to think. Don't repeat a derogatory remark, shift to another subject.
- Prepare for the worst. Think of every question that might possibly be asked, reasonable or unreasonable. Then prepare an answer for each.
- Be sure to state your key points early in the interview. Use example and anecdotes. Don't tell half truths. Don't exaggerate. Don't brag about your organization or its products or services.

- Watch your attitude. Don't be arrogant, evasive, or uncooperative. Don't argue. Admit mistakes — and tell how you have corrected them. Don't use jargon. Don't lose your temper.

- Don't memorize your statements, but do use notes for reference. Speak from the public viewpoint, it's the public's interest that is important. Look at the interviewer when he or she is asking a question, but face the audience or the television camera when you are answering.

- Be cooperative, but don't surrender. Watch for presumptive questions: "Why are you resisting the efforts to control pollution?", "Why do you charge such outrageous prices?" Deny the statement and shift to another topic.

- If a question is unfair or too personal say so and refuse to answer. You aren't required to answer any question. Decline with a smile, but don't say "no comment".

- Never speak "off the record". Anything you say is on some sort of record — videotape or the reporter's notes.

- Don't challenge figures unless you know they are wrong. Remember that there are many ways to cite statistics.

- Be as relaxed and informal as possible. A humorous remark may be used if it is appropriate, but don't be facetious, you might be misunderstood.

❑ **Vocabulary:**

tip — совет

merely — просто

headline — заголовок

visualize — представить себе

injudicious — неблагоприятный, неразумный

conversely — наоборот

loaded question — провокационный вопрос

derogatory — пренебрежительный

shift to another subject — перейти к другой теме

exaggerate — преувеличение

brag — хвалиться

arrogant — высокомерный, надменный

evasive — уклончивый

surrender — сдаваться, уступать

presumptive — предполагаемый

resist — сопротивляться

charge a price — установить цену

outrageous — возмутительный

deny — отрицательный
decline — отклонить
challenge — оспаривать
facetious — неуместно шутливый

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

иметь определенную структуру; явиться результатом ч.-л.; желательный; обратить внимание на ч.-л.; быть процитированным; остерегаться ч.-л.; основные вопросы; использовать жаргон; признать ошибки; терять самообладание; приводить статистические данные; быть уместным.

2) Find the words in the text which describe or mean the following:

1. a helpful piece of advice —
2. to form a picture of smb. or smth. in your mind —
3. insulting and disapproving —
4. very shocking because it is unfair —
5. based on a reasonable belief about what is likely to happen or be true —
6. to question whether smth. is right, fair, or legal —

3) Match the words. Use them in the sentences of your own:

lose	remark
loaded	viewpoint
to make	questions
public	temper
derogatory	headlines

4) Translate the following sentences into Russian:

1. The pamphlet offers several tips on how to find a job.
2. She accused him of telling outrageous lies.
3. Today people want more from working life than merely a paycheck.
4. Scandinavian cruises are very popular in the summer; conversely, the Caribbean is most popular in the winter.

5. A witness heard his bragging that he was responsible for all three murders.
6. Many doctors have challenged the accuracy of his findings.

5) Match the words which are close in their meaning:

arrogant	responsible
outrageous	demeaning
facetious	assuming
derogatory	excessive
cooperative	droll

6) Match the words having the opposite meaning:

arrogant	serious
outrageous	unhelpful
facetious	complimentary
cooperative	reasonable
derogatory	unconceited

7) Complete the following sentences (*facetious; loaded; brag; challenge; tips*):

1. Don't _____ figures unless you know they are wrong.
2. Watch for _____ questions.
3. Don't _____ about your organization or its products or services.
4. A humorous remark may be used if it is appropriate, but don't be _____.
5. A speaker should remember these _____.

8) Insert prepositions where necessary (*to; for; about; by*):

to face _____ the audience	to watch _____ a press conference
_____ contrast	to watch _____ a question
to pay attention _____ smth.	to shift _____ a subject
to charge _____ a price	to brag _____ smth.

9) Write the words with correct negative prefixes (*im; un; in; in/un*):

definite; expected; judicious; desirable; reasonable; cooperative; important; fair; personal; formal; appropriate.

10) Answer the questions:

1. How do you understand the statement that some reporters are looking for headlines?
2. Why may it be desirable to make headlines during an interview?
3. How should loaded questions be avoided?
4. Do you agree that one must be ready for the worst during an interview?
5. What sort of things are permissible and which should you avoid when speaking to reporters?
6. What attitude is preferable?
7. Why should you speak from the public viewpoint?
8. Why do you think the remark “no comment” is not admissible?

11) Can you explain the following:

1. Interviews may go far off the expected track.
2. Take time to think.
3. Never speak “off the record”.

12) Say which tips given in the text are more important than the other and why. Arrange them in order of your preference.

13) Render the following text in English:

Не лгите, не уклоняйтесь от ответов и не «импровизируйте» по трудным вопросам.

Нет необходимости говорить о том, что следует избегать лжи. Трудные вопросы могут быть эффективно освещены лишь в том случае, когда вы должным образом подготовились к этому.

Не пытайтесь отвечать на вопросы, по которым у вас нет фактической информации или которые неуместно обсуждать. Скажите об этом и предложите передать информацию журналисту позднее. Если тема не входит в сферу вашей деятельности, переадресуйте журналиста к соответствующему сотруднику.

Не отвечайте на гипотетические вопросы.

Как правило, журналисты понимают, что есть пределы разглашения информации. Но прежде всего придерживайтесь фактов; доверие к вашей организации и к вам — это наиболее важные аспекты интервью.

Старайтесь быть полезным журналистам.

В прессе широко освещалась проблема манипуляции ею, и журналисты весьма чувствительны к попыткам такой манипуляции. Тем не менее можно предложить журналисту свои нюансы и аспекты истории, подчеркивающие определенные проблемы.

Всегда будьте готовы к сюрпризам или, в худшем случае, к провокационным вопросам и к обсуждению спорных проблем.

Как правило, искусные и опытные журналисты не говорят заранее обо всем, что они хотят осветить в ходе интервью. Значит, ждите неожиданностей и готовьтесь к худшему.

Text G

To Speak or Not to Speak

You may be the person who sets up interviews, gathers the material needed, helps select the appropriate spokesperson, coaching and trains, and even sits in on the interview. This is not to say that a public relations person doesn't give interview or make personal appearance — that may happen often if the press inquiry is fairly routine and the reporter needs only basic information.

However, your primary role is that of facilitator, not spokesperson. Surveys consistently point out that reporters prefer to interview the experts or the people who have the most influence. This means that the chief executive officer, a chief engineer, or a marketing vice president is more important; in a reporter's eyes, these people are more credible and more newsworthy.

It is essential that you communicate this to the top management. A company or an organization that thinks a public relations person on the staff makes it unnecessary for top executives to make personal appearances is seriously mistaken. You can make such appearances easier, but you cannot take the place of the CEO or the chief scientist as the authoritative spokesperson for the organization.

Finding Audiences

Every community has organizations that meet periodically and need speakers. Usually, there is a program chairperson whose primary job is to arrange for speeches. In some cases this individual may solicit speakers; in other cases it may be necessary to write or phone this person and offer a speaker.

Your job is to determine which groups will provide the most valuable audiences — the audiences that, by their response, can benefit your

organization. The key is to know exactly what your organization is trying to accomplish and who can help or will be helped. If you are trying to raise money, the audience should be people who can give money. If you want people to know how your organization can help them, the audience must be people who need that help or who can and will convey that information to those who do.

Getting to the Audience

When an audience has been scheduled, you should prepare a booking sheet. This lists the name and title of the speaker, the name of the organization to be addresses, an explanation of the nature of that organization (if it is not obvious), the date of the speech, the time, the location (including room name or number), the name of the program chairperson or other contact, the size of the audience expected, and any properties needed by the speaker (such as easels, charts, or projectors).

A copy of this sheet should be given to the speaker and to the program chairperson, but don't depend on this to complete the job. Your responsibility is to make sure that the speaker gets to the meeting at the right time and meets the program chairperson. He or she must also know where to sit, when to speak, and where the needed props are.

□ Vocabulary:

newsworthy — интересный, представляющий интерес для печати
staff — штат

chairperson — председатель; ведущий

benefit — приносить пользу; выгоду

accomplish — достичь, совершить

raise money — собирать деньги

convey information — передать информацию

properties (props) — реквизит

easel — мольберт, доска

chart — карта; таблица, график

facilitate — облегчать ч.-л.; способствовать ч.-л.

routine — обычный

solicit — просить ч.-л., к.-л.

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

организовать интервью; собрать необходимый материал; выбрать подходящего председательствующего; основная информация; пользоваться наибольшим влиянием; в глазах журналиста; занять ч.-л. место; предоставить аудиторию; прибыть в нужное время; место проведения ч.-л.

2) Give the Russian equivalents of the following word-combinations:

1. a publish relations person
2. the CEO (the Chief Executive Officer)
3. a chief engineer
4. a marketing vice president
5. a chief scientist

3) Find the words in the text which describe or mean the following:

1. the usual or normal way in which you do things, or the usual series of things that you do —
2. important or interesting enough to be reported as news —
3. the people who work for an organization, especially a school or business —
4. smb. who is in charge of a meeting or directs the work of a committee, organization, or company —
5. to bring advantages to smb. or improve their lives in some way —
6. to ask smb. for money, help, or information —

4) Match the words. Use them in sentences of your own:

program	role
vice	appearance
primary	chairperson
personal	management
top	president

5) Translate the following sentences into Russian:

1. Very little that was newsworthy was said at the conference.
2. The entire staff has done an outstanding job this year.
3. New regulation will greatly benefit the region's poorest residents.
4. Dividing students into small groups usually helps facilitate discussion.
5. Our objective is to raise money for the school band.

6. Certain federal employees are forbidden to solicit campaign funds.

6) Match the words which are close in their meaning:

appropriate	sporadically
obvious	ruling
authoritative	fundamental
periodically	apparent
primary	proper

7) Match the words which have the opposite meaning:

obvious	unofficial
primary	constantly
appropriate	auxiliary
authoritative	ambiguous
periodically	unsuitable

8) Insert prepositions (*on; in; for; to; up*):

1. You may be the person who sets _____ interviews, and even sits _____ the interview.
2. There is a program chairperson whose primary job is to arrange _____ speeches.
3. A copy of this sheet should be given _____ the speaker and _____ the program chairperson, but don't depend _____ this to complete the job.
4. A company or an organization that thinks a public relations person _____ the staff makes it unnecessary _____ top executives to make personal appearances is seriously mistaken.

9) Make up the plan of the text in the form of questions.

10) Write down 3 sentences showing the main idea of the text.

11) Render the following text in English:

***Оцените и, если возможно,
проконтролируйте окружающую обстановку***

Заранее составьте список всего, что необходимо вам знать, например как проехать к месту выступления, формат выступления, очередность выступающих и наличие кафедры.

Если можно, придите на место выступления раньше, особенно в тех случаях, когда обстановка для вас абсолютно новая: лишнее время поможет получить более полную информацию и удобнее почувствовать себя в новом месте, устранить выявленные в последнюю минуту факторы, которые могут помешать сосредоточиться.

Договоритесь с соответствующим представителем, чтобы он сопровождал вас при проверке места выступления, и проверьте:

- размер помещения;
- уровень комнатной температуры (отрегулируйте ее);
- расстояние от выступающего до слушателей (нужны ли какие-то изменения);
- высоту подиума, а также пюпитра для записей;
- работу и расположение микрофона или звуковой системы (опробуйте уровень звука);
- освещение, которое должно позволить читать текст выступления или записи;
- наличие питьевой воды;
- работу аудиовизуальной и вспомогательной системы, если они используются.

До появления на телевидении или радио получите информацию — непосредственно или через посредника — относительно формата, времени, грима, процедуры прямых телефонных звонков и других подробностей программы. Как правило, теле- и радиорежиссеры не ожидают, что их гости знакомы с обстановкой на телевидении и радио, поэтому в общих интересах сделать все возможное и «показать товар лицом». Если вы уверены, что получили необходимую информацию, то спросите, задали ли вы все вопросы относительно того, что может оказаться полезным для успешной работы.

UNIT 13

THE NATURE OF A SPEECH

Text A

It is important to know the basic structure of an effective speech and imperative to incorporate these concepts into every speech you prepare.

A Speech is Heard, Not Read

The average speech has only one brief exposure — the few minutes during which the speaker is presenting it. There is no chance to go back, no time to let it slowly digest, no opportunity for clarification. The message must get across now or never.

You may be an accomplished writer, but you must realize that speaking is something else. The words may be the same, but the grammar, rhetoric, and phrasing are different. It is a different mode of expression — a different language.

One major difference is that you have to build up to a major point and prepare the audience for what is coming. The lead of a written story attempts to say everything in about 15 to 25 words right at the beginning. If a speaker used the same form, most of the audience probably wouldn't hear it. When a speaker begins to talk, the audience is still settling down — so the first one or two minutes are devoted to giving unimportant information: a humorous comment, remarks on how nice it is to be there, and so on.

You should also be aware that people's minds wander. As your speech progresses, you must restate basic points and also summarize your general message.

One platitude of the speaking circuit, but still a valid one, is to "tell them what you are going to tell them, tell it to them, and then tell them what you have told them". In this way, an audience is given a series of guideposts as they listen to the talk.

Some concepts used by writers are of course transferable to speaking. The words you use should be clear, concise, short and definite. Use words that specify, explain, and paint pictures for the audience.

□ Vocabulary:

imperative — необходимость

incorporate — включить

exposure — представление, освещение
present — представлять
digest — усвоить
clarification — разъяснение
accomplished — искусный, совершенный
rhetoric — риторика; ораторское искусство
lead — основная часть
build up smth. — подготавливать ч.-л., подводить к ч.-л.
settle down — устроиться
wander — отклоняться, отвлекаться
platitude — банальность, расхожая истина
circuit — схема
valid — веский, важный
guidepost — указатель, ориентир
transferable — переводимый

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

основная структура; средство выражения; важное различие; важный момент; с самого начала; шутливое замечание; осознавать ч.-л.; повторить еще раз; основная мысль.

2) Find the words in the text that describe or mean the following:

1. to prepare for a particular moment or event —
2. things that are said and written on television and in newspapers that make a person or event known to a lot of people —
3. to understand new information after thinking about it carefully —
4. very skillful —
5. the art of speaking or writing to persuade or influence people —
6. a statement that has been made many times before and is not interesting or smart —

3) Translate the following sentences into Russian:

1. I could see my sister was building up to telling me smth.
2. The convention brought money and media exposure to this small city.
3. It took a while to digest the theory.

4. I'm sorry, my mind was wandering. What did you say?
5. They had some valid concerns about the safety of the airplane.
6. History is an important guidepost for leaders.

4) Match the words which are close in their meaning:

aware	proficient
brief	perceptible
clear	compressed
definite	awake
accomplished	exact

5) Match the words having the opposite meaning:

brief	obscure
accomplished	unconscious
definite	inept
clear	lengthy
aware	uncertain

6) Complete the sentences and translate them into Russian (*accomplished; digest; build up; wander; exposure*):

1. There is no chance to go back, no time to let it slowly _____.
2. The average speech has only one brief _____.
3. You may be an _____ writer.
4. One major difference is that you have to _____ to a major point.
5. You should also be aware that people's mind _____.

7) Insert prepositions (*for; into; to; on*):

- | | |
|---------------------------|----------------------------------|
| to build up _____ smth. | to be transferable _____ smth. |
| to prepare _____ smth. | to incorporate smth. _____ smth. |
| to be devoted _____ smth. | an opportunity _____ smth. |
| a remark _____ smth. | |

8) Write down 7 questions to the text beginning with:

in what way; why; how long; how many words; with what purpose; what sort of words.

9) Can you explain the following:

1. The message must get across now or never.
2. It is a different mode of expression — a different language.
3. Use words that specify, explain, and point pictures for the audience.

10) Write down one sentence summarizing the contents of the text.**11) Render the following text in English:**

Яснее излагайте ваше основное сообщение; оно должно быть актуальным, личным и убедительным.

Чтобы добиться этого, прежде всего ответьте на следующие вопросы:

- какие ключевые мысли вы хотите донести до аудитории;
- что слушатели должны запомнить;
- какие меры принять?

Сделайте ваше сообщение запоминающимся, начните его решительным тоном, не отклоняйтесь от сути, избегайте общих высказываний и банальностей и поясняйте абстрактные идеи конкретными примерами, с которыми аудитория может соотнести себя.

Поясняйте концепции, политику и подходы с помощью актуальных примеров. Лучше запоминаются те сообщения, которые вызывают наглядные образы. Визуальное общение является наиболее эффективным, а «вербальное» общение, вызывающее наглядные образы, использует эту эффективность и подкрепляет слова.

Фраза «Позвольте мне рассказать вам историю» является одной из самых подкупающих фраз, которые можно использовать в общении со слушателями. Истории (разумеется, правдивые) — это средство объяснения реальности, и чем они увлекательнее и интереснее, тем лучше мы понимаем реальность.

Если можно, персонифицируйте сообщения и не говорите о людях языком статистики.

Text B

A Speech Must Fit the Audience

Because every speech is aimed at a specific audience, you must know as much as possible about yours. Who are they? Such factors as age, occupation,

gender, religion, race, education, intelligence, vocabulary, residence, interests, attitudes, group memberships, knowledge, politics, and income may bear on what they will find interesting.

A talk before a professional group can also end up being more relevant if you prepare for it by doing some audience analysis and basic research. Talk to members of the profession. Get an idea of the issues or problems that face them. If you don't know anyone in the profession, at least go to the local library and read five or six issues of the group's professional journal. This will give you some insight and perhaps even provide you with some quotations from leaders in the field.

In summary, most audiences have a core of common interests; this should help you to prepare a speech that will appeal to them. A talk to the stockholders of a corporation should be considerably different from one to employees or to a consumer group.

A Speech Must Be Specific

People remember only a small part of what they hear. You must therefore make sure that they hear things they can remember. A vague generality has little or no chance of being understood, let alone remembered. The speech must be built around specific ideas phrased in clear and memorable language.

A vague statement — for example, “We ought to do something about illegal immigration” — has no chance of being effective. If it were more specific — say, “We should stop illegal immigration by requiring everyone to carry a tamperproof identification card” — it would offer the audience an idea that is definite and understandable.

□ Vocabulary:

bear on smth. — влиять на ч.-л.

gender — пол

intelligence — интеллект

residence — место жительства

attitude — отношение

relevant — значимый

insight — понимание

core — суть; основной

stockholder — акционер

consumer group — группа потребителей

vague — неопределенный, неясный

let alone — не говоря о

tamperproof — защищенный от подделок

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

нелегальная иммиграция; удостоверение личности; сталкиваться с проблемами; по меньшей мере; номер журнала; снабдить к.-л. ч.-л.; цитата; служащие; запоминающийся; политические взгляды; импортировать к.-л.

2) Find the words in the text which describe or mean the following:

1. the ability to understand what people or situations are really like —
2. to relate to and possibly influence smth. —
3. the ability to learn, understand, and think about things —
4. the most important or central part of smth. —
5. directly relating to the subject or problem being discussed or considered —

3) Match the words. Use them in sentences of your own:

local	journal
vague	audience
professional	research
basic	statement
specific	library

4) Translate the following sentences into Russian:

1. He shows great insight into human character.
2. These action could influence voters and bear on whether he is elected.
3. Researchers were looking for ways to increase children's intelligence.
4. Math, science, English and history from the core of a high school education.
5. Do you have any relevant experience in advertising?

5) Match the words which are close in their meaning:

appeal (v.)	particular
professional	related
specific	buyer
relevant	expert
consumer	attract

6) Find the words having the opposite meaning:

consumer	amateur
specific	repel
relevant	marketer
professional	general
appeal (v.)	inappropriate

7) Complete the following sentences (*effective; consumer; vague; stockholders; relevant*):

1. Every speech _____ at a specific audience.
2. A _____ statement has no chance of being _____.
3. A talk to the _____ of a corporation should be considerably different from one to employees or to a _____ group.
4. A talk before a professional group can also end up being more _____.

8) Answer the following questions:

1. Why is it necessary to know as much as possible about the audience?
2. What factors bear on what the audience will find interesting?
3. How should a talk before a professional group be prepared?
4. What should help to prepare a speech that will appeal to the audience?
5. What should the speech be built around?
6. What sort of language should be used?
7. Why aren't vague statements advisable?

9) Can you explain the following?

1. Most audiences have a core of common interests.
2. A vague generality has little or no chance of being understood, let alone remembered.

3. This will give you some insight and perhaps even provide you with some quotations from leaders in the field.

10) Agree or disagree:

1. People remember only a small part of what they hear.
2. A vague statement has no chance of being effective.

11) Render the following text in English:

Опытные ораторы обычно вырабатывают для себя методику выступления. Она может быть такой.

Начинать подготовку к выступлению следует с определения его общего замысла.

Во всех случаях ставится задача завоевать расположение возможного партнера или клиента, побудить к сотрудничеству, купить товар и т.д. Эта конкретная цель и вызывает необходимость любого выступления. Но вот говорить с людьми нужно о важном для них и в подходящее для этого время, привычным для них языком, заранее узнав побольше об аудитории, раскрывая перед ней план действий и делая всех участниками выработки этого плана и последующих решений.

При подготовке текста нужно учитывать, что письменный и разговорный языки различаются и не все красиво выписанное будет столь же удачным в произношении и, напротив, привлекавшая внимание удачная и звонкая устная фраза при перенесении на бумагу может выглядеть коряво.

Определенной силой внушения обладают впечатляющие факты, иллюстрации, и их нужно старательно искать и подбирать. Хороший эффект может дать использование неизвестной слушателям информации.

Затем подготовка к выступлению продолжается в работе над текстом. Даже если оратор не собирается читать свой текст, текст этот надо записать. Тем более если это какие-то официальные доклады и сообщения, когда каждое слово имеет значение. При этом в процессе подготовки текста он запоминается и его потом можно и не читать.

Text C

A Speech Must Get a Reaction

If a speech gets no response from the listeners, it is a waste of the speaker's breath and the audience's time. Regardless of the subject, a speech must convey ideas and arouse some emotion in the audience. At least the listeners must feel that they have received new information and insight on a topic that concerns them.

In most cases, the person who is asked to speak is perceived as an expert on a given subject. Consequently, the audience wants the benefit of that person's thinking and analysis. They don't want platitudes or statements that are self-evident. An economist should offer more than the flat statement that the economy is in trouble; he or she should explain why it is in trouble and what the solution might be.

A Speech Must Have an Objective

This is probably the most important requirement of all. There is no point in making speeches unless they accomplish something. In preparing a speech the first step is to determine what you want the audience to know or do, in other words, what attitude do you want the audience to have after listening to the speech?

A speech may inform, persuade, activate, or celebrate. It may also amuse or entertain. That particular kind of speech will not be considered here, but this does not rule out the use of some humor in the other kinds of speeches.

An informative speech is one that tells the audience something it does not know or that it does not understand.

A persuasive speech is designed to convince the audience about the merits of some idea. Such a speech could try to convince people that the tamperproof ID card previously mentioned could easily be adopted and implemented. A similar speech could convince people of the need for a higher sales tax or better funding for the police force's crime-fighting efforts.

A persuasive speech appeals to the audience's self-interest. You might mention that more money for police protection will make the listeners families safer.

An activating speech is designed to get the listener to do smth. Direct and specific action is suggested and urged. A basic principle of persuasion is that a speaker should provide an audience with a specific course of action to take: write to a congressional representative, vote for a candidate, purchase a product, take steps to conserve energy.

A celebratory speech is designed to honor some person or event. Such speeches are often trite and boring, but they don't have to be. If a person is being honored for lifetime professional achievement, why not start out with an anecdote that best exemplifies the feats being honored? This is much better than a chronological account of the person's life as if it were being read from an obituary.

Events like grand opening, anniversaries, and retirements usually have friendly, receptive audience. In such cases, you can be more emotional and get away with some platitudes, which will probably be warmly received. When you prepare such a speech, however, keep it brief. Five minutes should be ample.

□ **Vocabulary:**

waste — пустая трата; растрачивание

regardless of — невзирая на

perceive — воспринимать

platitude — плоскость, банальность

self-evident — самоочевидный

rule out — исключать

persuade — убеждать

implement — осуществить

urge — призывать, настоятельно побуждать

exemplify — иллюстрировать, служить примером

feat — подвиг

obituary — некролог

get away with — сходить с рук

ample — предостаточно

flat — вялый, бесцветный

merits — достоинства

purchase — покупать

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

касаться к.-л.; требование; экономить энергию; развлекать; более высокий налог с продаж; финансирование; голосовать за кандидата; восприимчивый; принять меры.

2) Find the words in the text which describe or mean the following:

1. the use of smth., for example, money or skills, in a way that is not effective, useful, or sensible —
2. without being affected by different situations, problems etc. —
3. clearly true and needing no more proof —
4. to make smb. decide to do smth., especially by giving them reasons why they should do it or asking them many times to do it —
5. to strongly suggest that smb. do smth. —
6. a reporter in a newspaper about the life of smb. who has just died —
7. more than enough —
8. good features of smth. such as a plan or system —

3) Translate the following words into Russian. Use them in sentences of your own:

1. to persuade
a persuader
persuasion
persuadable
persuasive
persuasiveness
2. an appeal
to appeal
appealing

4) Translate the following sentences into Russian:

1. Working as a secretary is a waste of your talent.
2. The law requires equal treatment for all, regardless of race, religion, or sex.
3. Doctors ruled out the possibility of surgery.
4. She wouldn't agree, despite our efforts to persuade her.
5. He urged patience in the negotiations.
6. This case exemplifies the difficulty in diagnosing unusual illnesses.
7. You will have ample time to complete the text.
8. Board members met last week to discuss the merits of opening a new branch.

5) Match the words which are close in their meaning:

persuasive	stimulate
conserve (v.)	actuating

self-evident	preserve (v.)
ample	apparent
urge (v.)	abundant

6) Match the words having the opposite meaning:

conserve (v.)	insufficient
self-evident	ineffective
ample	discourage
urge (v.)	obscure
persuasive	waste (v.)

7) Complete the following sentences (*point; convey; perceived; arouse; accomplish; merits; urged; persuasive*):

1. A speech must _____ idea and _____ some emotion in the audience.
2. The person who is asked to speak is _____ as an expert on a given subject.
3. There is no _____ in making speeches unless they _____ smth.
4. A _____ speech is designed to convince the audience about the _____ of some idea.
5. Direct and specific action is suggested and _____.

8) Paraphrase the italicised words:

1. ...it is *a waste of the speaker's breath* and the audience's time.
2. They don't want *platitudes*.
3. You can be more emotional and *get away with* some platitudes.
4. An economist should offer more than the *flat* statement that the economy is in trouble.

9) Translate the following into Russian. Make up 4 sentences of your own according to the models:

1. *There is no point* in making speeches *unless* they accomplish smth..
2. *Why not start out* with an anecdote that best exemplifies *the feats being honored*?
3. An activating speech is designed to *get the listener* to do smth.

4. This is much better than a chronological account of the person's life *as if it were being read* from an obituary.

10) Insert prepositions (away with; of; in; for; to; with):

1. A similar speech could convince people _____ the need _____ a higher sales tax or better funding _____ the police force's crime-fighting efforts.

2. _____ such cases, you can be more emotional and get _____ some platitudes.

3. A basic principle _____ persuasion is that a speaker should provide an audience _____ a specific course _____ action to take.

4. This does not rule _____ the use _____ some humor _____ the other kinds _____ speeches.

5. A persuasive speech appeals _____ the audiences self-interest.

11) Make up 10 questions to the text using the words from the vocabulary list.

12) Can you explain the following:

1. The audience wants the benefit of that person's thinking and analysis.

2. Events like grand opening, anniversaries, and retirements usually have friendly, receptive audiences.

13) Develop the following statement:

A speech may inform, persuade, activate, or celebrate.

14) Render the following text in English:

Для успеха выступления крайне важно учитывать специфику, настрой и ожидания слушателей, которые можно почувствовать в непосредственном контакте с аудиторией. Это впечатление может заставить полностью изменить план выступления и даже его содержание; но не задачу, ибо она остается прежней.

Необходимо также учитывать и количество слушателей. Это совсем не одно и то же — выступать перед сотней человек или перед десятью.

В большой аудитории могут применяться ораторские приемы, в ней не стоит вести дискуссию, ведь она может быть неинтересна другой части слушателей и они своим невниманием

могут повлиять на общий настрой. В такой аудитории работают особенности восприятия большой общности людей. Надо рассчитывать на реакцию группы, а не одного человека, а проводимые аргументы должны быть понятны всем.

В маленькой же аудитории можно и даже желательно установить контакты едва ли не с каждым слушателем, и тут должны быть совершенно неофициальные отношения. В такой аудитории нужно продемонстрировать всю глубину знания предмета. При этом может быть максимум вопросов, и если оратор не знает ответа на них, то в этом можно признаться (впрочем, так следует поступать во всех случаях) и пригласить слушателей к сотворчеству и взаимному поиску ответа. Для этого также можно познакомить слушателей со всеми аргументами относительно какого-либо мнения и затем найти правильное решение.

Text D

Speech Must Be Timely

Regardless of the nature and the objective of a speech, it must be interesting now. It must include up-to-date facts and information; it does no good to talk about a situation that is no longer current or has no present interest for the audience. If the topic is an old one, it is imperative that the speaker talk about it in a new way. For example, everyone knows that dinosaurs are extinct, but their demise still retains current interest as scientists argue over the reasons for it.

If the speech is one of several in a general program, it is wise to learn what others will be talking about. This will provide a context for the talk and add interest by reference to the other topics and speakers. It will also help you avoid saying the same thing as other speakers.

Another dimension of timeliness is the length of the speech. In general, shorter is better. For a meeting that has no other business, the talk should be about 20 minutes long.

It is a typical practice in many organizations to put the speaker on after a half hour of organizational announcements and committee reports. In such a situation, since the audience will already be getting tired, the talk should last no more than 10 or 15 minutes. If it is one of several speeches, the limit should be 10 minutes.

The time of day is very important. A morning speech generally finds the audience most alert and receptive. At the end of the day, with the cocktail

hour only minutes away, a speaker is at an extreme disadvantage. The latter situation calls for more skills on the part of the speaker; he or she must be more enthusiastic, more forceful, and more attention-getting than his or her morning counterpart.

❑ **Vocabulary:**

timely — своевременный

up-to-date — новейший; (самый) последний

current — текущий; настоящий

imperative — необходимый

dinosaur — динозавр

extinct — вымерший

demise — кончина; прекращение существования

retain — удерживать, поддерживать, сохранять

reference to smth. — ссылка на ч.-л.

dimension — измерение

since — поскольку

alert — живой, внимательный, восприимчивый

at a disadvantage — в невыгодном положении

counterpart — коллега

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

по-новому; представлять интерес для аудитории; спорить по поводу ч.-л.; причина ч.-л.; избежать ч.-л.; продолжительность; организационные сообщения; предел; со стороны к.-л.; продолжаться.

2) Find the words in the text which mean or describe the following:

1. done or happening when expected or at exactly the right time —
2. happening or existing now, but not likely to last for a long time —
3. extremely important, necessary, and urgent —
4. to keep smth. or continue to keep smth. —
5. able to think quickly and clearly —
6. smb. or smth. that has the same job or purpose as smb. or smth. else in a different place —
7. smth. you say or write that mentions another person or thing —

3) Translate the following sentences into Russian:

1. Failure to make payments in a timely manner may lead to penalties.
2. What is your current occupation?
3. It's imperative that you leave immediately.
4. The town has retained much of its country charm.
5. The medicine can make it difficult to remain alert.
6. Bars in Madrid offer more and better food than their American counterparts.
7. Oddly, the ad makes no reference to the product being sold.

4) Match the words which are close in their meaning:

enthusiastic	lively
current	maximum
alert	contemporary
forceful	eager
extreme	powerful

5) Match the words having the opposite meaning:

enthusiastic	antiquated
current	moderate
alert	meek
forceful	apathetic
extreme	weary

6) Analyse the grammatical structure of the sentence. Use the same structure in sentences of your own:

It is imperative that the speaker talk about it in a new way.

Make use of the following expressions:

It's advisable...

It's necessary...

It's important...

It's essential...

It's urgent...

It's desirable...

7) Answer the following questions:

1. What should a speech include to be interesting?
2. Why do some old topics retain current interest for the audience?
3. Why is it wise to learn what others will be talking about, if the speech is one of several in a general program?
4. How long should the talk be for a meeting that has no other business?
5. What is a typical practice in many organizations?
6. Why is the time of day very important?

8) Can you explain the following:

1. A morning speech generally finds the audience most alert and receptive.
2. The latter situation calls for more skills on the part of the speaker.

9) Develop the following points:

1. A speech can be a powerful communication tool.
2. It must be prepared for listeners, not readers.
3. It must fit the audience, be specific, get a reaction, have a definite objective, and be timely.

10) Translate the following text into Russian:

How to Control Nonverbal Communication

A speaker doesn't communicate to an audience with voice alone. The audience also receives a great deal of nonverbal communication from the speaker. Here is offered an acronym method to help you appear confident and become a better communicator.

S = Smile. It's one of your best communication tools, always helps make a good first impression, and helps make others want to listen to you.

P = Posture. How you stand or sit makes a big difference. Your physical stance tells others how you feel about yourself. Confident people stand tall and sit straight.

E = Eye contact. A person who is believable and honest "looks you right in the eye". Don't stare, but look at a person's face for at least 3 seconds before moving on to look at another person. If you are talking to a group, give your message to one person at a time.

A = Animation. Show you interest in your subject with your energy and animation. Be enthusiastic. Animate your voice by speeding up and slowing down, talking louder and softer at time. Make your face animated. “A” is also for attitude. Make sure you feel good about yourself and what you are doing.

K = Kinetics (motion). Use your arms to make gestures that support your words. Use two-handed, symmetrical gestures, and hold your hands high when gesturing — at about the chest level.

UNIT 14

SEMISPEECHES

Text A

A speech is controlled by the speaker. He or she knows what is going to be said. The subject matter is complete and well organized. At the end, the speaker may be asked a few questions, and if the talk runs long, the chairperson may try to spend the closing. Still, the speaker is the boss.

Control passes to others when the speaker participates in semispeech activities such as panels, debates talk shows, and interviews. Here somebody else is directing the action, and other people may be talking to the same audience. These semispeech opportunities are valuable aids to public communication and should be used whenever possible.

Panel

A panel usually consists of a moderator and several people, each of whom makes an opening statement on the subject and then answers questions from the audience.

Opening statements should not last longer than five minutes. The number of questions that are answered depends on the time available. Often the moderator of the panel will prepare a sizable list of questions, which are distributed to the audience. The questions are numbered. Somebody who wants an answer to a question merely says, “I’d like an answer to question 16”, whereupon the moderator asks a member of the panel to give the answer. Usually there are more questions than can be answered, but this procedure

does permit answering the one of most interest to the audience. In preparing for this situation, it is necessary to decide in advance who will answer which questions. It is your job to give your speaker the answers to the assigned questions, unless the answers are already known.

Debates

In high school and colleges, a debate is generally conducted by teams of several speakers. Most debates in the words of public relations are not team efforts. They pit two opponents against each other, and each carries the burden of making the case of his or her side and rebutting the statements of the opponent.

In a true debate, each speaker prepares and presents his or her own case. The only questions are those asked by the opponent, and each tries to prove the opponent wrong. Each is allowed a short time to rebut the statements made by the other.

Aside from the need to know something about debating, in general there is one special warning worth heeding. This involves the situation in which a moderator may try to split the debate into two parts, with each speaker being allowed a brief period for rebuttal. A toss of the coin determines who will be first.

It is very advantageous to speak last in such a situation because the last speaker may have ten or more minutes in which to try to demolish the statements of the opponent. The rebuttal period may be only a minute or two, and this is hardly adequate to overcome the effect of a long statement. The audience is left with a much stronger impression of what the last speaker said. To avoid being caught at such a disadvantage, you should insist that the debate be broken into short segments; five minutes should be a good length. Then the debate would consist of several five-minute statements by each speaker and a short summary rebuttal.

□ Vocabulary:

moderator — ведущий дискуссию, «круглый стол»

subject matter — содержание, тема, суть, существо, предмет (разговора)

panel — группа специалистов, семинар, «круглый стол»; дискуссия

aid — помощь; вспомогательное средство

whereupon — после чего; (вследствие чего, тогда; на это)

assign — предназначать для к.-л.; возлагать на к.-л.

team — группа, команда
pit — противопоставить к.-л. к.-л.
carry the burden — нести груз
rebut — опровергнуть
be worth heeding — стоит учитывать
split — разделить
toss of a coin — жребий
demolish — уничтожить, опровергать
overcome — преодолеть

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

имеющееся время; ускорить ч.-л.; принимать участие; ценный;
раздать; пронумеровать; процедура; позволять; представлять
большой интерес; помимо ч.-л.

2) Find in the text the words which mean or describe the following:

1. smb. whose job is to control a discussion or argument and to help people reach an agreement —
2. a group of well-known people who answer questions on a television or radio program —
3. to prove that a statement is false —
4. to divide or separate into different parts or groups —
5. to pay attention to smb.'s advice or warning —

3) Translate the following words and word-combination into Russian. Use them in sentences of you own:

an advantage
to have an advantage over smb.
to gain, win an advantage over smb.
to smb.'s advantage
to turn smth. to advantage
to take advantage of smth.
to use smth. to advantage
a disadvantage
to advantage
advantageous

4) Match the words. Use them in sentences of your own:

team	matter
public	list
subject	statement
opening	efforts
sizable	communication

5) Translate the following sentences into Russian:

1. Let me introduce tonight's panel.
2. The idea has pitted farmers, developers and environmentalists against each other.
3. Finally the corporation split into three smaller companies.
4. The rioters headed downtown, whereupon they attacked city hall.
5. Homeowners are heeding the advice of mortgage lenders.

6) Match the words which are close in their meaning:

rebut	benefit
sizable	thorough
advantage	deny
speed	large
complete	hasten

7) Match the words having the opposite meaning:

rebut	short
speed	lacking
complete	drawback
sizable	agree
advantage	half

8) Explain the grammatical structure of the sentences. Use it in sentences of your own:

1. You should **insist that** the debate **be broken** into short segments.

Make use of the following verbs:

to demand	to propose
to urge	to recommend

to order to suggest

2. The debate would consist of several **five-minute statements**.

Make use of the following expressions:

a ten-year old boy a three-room flat

a two-mile walk a twenty-dollar note

9) Insert prepositions where necessary (for; to; in; of; on; against):

1. The debate would consist _____ several five-minute statements.

2. Control passes _____ others when the speaker participates
_____ semispeech activities.

3. The number of questions that are answered depends _____
the time available.

4. _____ preparing _____ the situation, it is necessary
to decide _____ advance who will answer _____ which
questions.

5. They pit two opponents _____ each other.

10) Write questions to the following answers:

1. _____ ? A speech is controlled by the speaker.

2. _____ ? Control passes to others when the speaker
participates in semispeech activities.

3. _____ ? They are panels, debates, talk shows, and
interviews.

4. _____ ? A panel usually consist of a moderator
and several people.

5. _____ ? Opening statements should not last longer
than five minutes.

6. _____ ? The number of questions that are answered
depends on the time available.

11) Answer the following questions:

1. How do debates in high school and colleges differ from those in
the world of public relations? Have you ever taken part in any debate?

2. In what way is a true debate carried out?

3. What is one special warning worth heeding?

4. Do you agree that it is very advantageous to speak last in the debate?
Give your reasons.

12) Write down the translation of the last paragraph of the text.

13) Render the following text in English:

Подготовка к конкретным программам электронной прессы

Подготовка должна всегда включать просмотр (прослушивание) программы, в которой вы собираетесь участвовать.

Попросите несколько кассет программы с тем же ведущим, с которым придется работать и вам, и посвященных аналогичным темам. Проверьте, не участвовали ли в программе другие специалисты, особенно критики в этой области. Если да, то изучите и эти кассеты. Если же программа или ее ведущий известны своими нелицеприятными или критическими интервью, посмотрите наиболее острые программы, оцените эффективность различных стратегий, ответов и реакций тех лиц, которые уже давали интервью. Сделайте выводы из их успехов и ошибок.

Выясните профессиональную репутацию ведущего. Считается ли этот журналист объективным? Резким? Знающим? Язывительным? Что для него важнее: конфликт или информация? Пользуется ли он популярностью у зрителей? Почему?

Узнайте также демографические характеристики аудитории.

И еще помните, что в большинстве случаев цель телевизионных дискуссий — не столько осветить, сколько «поддать жару». Окончательный вывод не за «профи» и не за вашими коллегами, а за обычным зрителем, у которого сложится первое и окончательное впечатление о вас как о личности, а не как об участнике дискуссии. Вы не «упадете» в глазах зрителя, если будете активны, убедительны и четки в изложении своих мыслей.

Будьте готовы к жестким вопросам и заблаговременно отрепетируйте вслух ответы.

Text B

Interviews at the Organization

Interviews on your own group have several advantages. There is the psychological benefit of being “at home” under familiar circumstances. There is also the benefit of ready access to information and other people who may be needed to answer some question that is not anticipated.

If a reporter calls you on the phone or comes to your office and asks for information, you should give it provided that there is no policy reason for

refusing. When there is such a reason, you should explain just why you cannot release the information. If the reporter should ask to speak to some other person, you should find out just what information is wanted or why the reporter wants to talk to that person. In some cases the reporter may call some person in the organization directly. For these situations, all personnel who might be approached should be informed as to what to say.

There are numerous occasions when an interview with some key person can generate valuable publicity. For example, a researcher may make an important discovery or patent a significant invention. Or perhaps a particular feature writer expresses interest in doing a profile of the new president of a university or the new chairman of a charitable organization.

You should hunt for opportunities to arrange such interviews. To set one up, you first get a commitment from the person to be interviewed and then ask a reporter, editor, or program director if an interview would be of interest. If the response is favorable, you then arrange for the time and place. You also prepare the speaker for the interview. One important point in arranging an interview is to have an agreement on the amount of time to be devoted to it. If the reporter has only a limited amount of time or if a deadline must be met, it is your responsibility to inform your principal of this requirement. The reverse is also important. If your principal must be in a meeting at 3 p. m. or must catch a plane at noon, the reporter must know that there will be a definite stopping point.

□ **Vocabulary:**

access — доступ

anticipate — ожидать

provided — при условии, что

approach smb. — обратиться к к.-л.

charitable — благотворительный

feature writer — очеркист

profile — биографический очерк

commitment — обязательство

set up — организовать

reverse — противоположная (ситуация)

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

сесть на самолет; информировать к. -л. о ч. -л.; начальник; в полдень; проявлять интерес к ч. -л.; председатель; причина для отказа; выяснить; организовать интервью; благоприятный ответ; договориться о времени и месте встречи.

2) Find the words in the text which mean or describe the following:

1. the right to use smth., see smth. etc. —
2. to expect an event or situation to happen —
3. to ask smb. for smth. or ask them to do smth. especially when you are not sure they will be interested —
4. relating to money or gifts given to people who need help, or organizations that give this kind of help —
5. a short description that gives important details about a person —
6. to make the necessary arrangements so that smth. can happen, such as a meeting, an event, or a system for doing smth. —

3) Translate the following expressions into Russian. Use them in sentences of your own:

under familiar circumstances —
ready access to information —
to generate publicity —
to make an important discovery —
to patent a significant invention —
to do a profile —
to hunt for opportunities —
to meet a deadline —

4) Match the words. Use them in sentences of your own:

psychological	information
stopping	organization
release	director
charitable	benefit
program	point

5) Translate the following sentences into Russian:

1. Only selected employees have access to the safe.
2. Sales are better than anticipated.

3. The company confirmed that it had been approached about a merger.
4. It's one of many excellent charitable organizations that work with the poor in the city.
5. The agency also gave a brief biographical profile of that actor to the press.
6. He is known as a difficult interview subject, but my own experience with him was quite the reverse.

6) Match the words which are close in their meaning:

limited	predict
benefit	priceless
anticipate	advantage
valuable	well-known
familiar	restricted

7) Match the words having the opposite meaning:

advantage	strange
valuable	meaningless
limited	handicap
familiar	worthless
significant	unbounded

8) Complete the following sentences (*key; requirement; opportunities; publicity; deadline; amount*):

1. You should hunt for _____ to arrange such interviews.
2. There are numerous occasions when an interview with some _____ person can generate valuable _____.
3. If the reporter has only a limited _____ of time or if a _____ must be met, it is your responsibility to reform your principal of this _____.

9) Paraphrase or explain the underlined words:

1. Interviews on your own ground have several advantages.
2. To set one up, you first get a commitment from the person to be interviewed.

3. There is the psychological benefit of being “at home” under familiar circumstances.
4. You should hunt for opportunities to arrange such interviews.

10) Explain the grammatical structure of the sentences. Write down 3 sentences of your own with the same structure:

If the reporter **should ask** to speak to some other person, you should find out...

11) Insert prepositions (*in; on; of; to; at; under; for; provided*):

1. There is also the benefit _____ ready access _____ information.
2. One important point _____ arranging an interview is to have an agreement _____ the amount _____ time to be devoted _____ it.
3. There is the psychological benefit _____ being “_____ home” _____ familiar circumstances.
4. Interviews _____ your own ground have several advantages.
5. If a reporter calls you _____ the phone or comes _____ your office and asks _____ information, you should give it _____ that there is no policy reason _____ refusing.

12) Write these words with correct negative prefixes (*un; dis; in; un/in*). Translate them into Russian:

advantages; familiar; directly; important; significant; favorable; limited; definite.

13) Write down a few questions covering the contents of the text. Start them with:

why; in which case; what kind of; in what way.

14) Write down one sentence expressing the main idea of the text.

15) Render the following text in English:

Интервью — это соглашение между двумя сторонами, и согласие на интервью является окончательным шагом в переговорах. В случае интервью, связанных с риском и появлением перед многочисленной аудиторией, примите меры к тому, что-

бы сотрудники оказали вам необходимую помощь и договорились о формате и об условиях интервью.

Убедитесь в том, что вы знаете, кто будет вести интервью, его темы, продолжительность и другие конкретные детали. Эти детали включают основные правила относительно ссылки на источники при записи на пленку. Отсутствие же таких правил означает, что вас могут цитировать по имени — другими словами, что вы сделали «Заявление для печати».

При замечании «Без ссылки на источник» на вас не будут ссылаться по имени, но может быть ссылка на вашу организацию, например на «Источник во Всемирном банке». Замечание «Без ссылки на индивидуальный источник или на Всемирный банк» равнозначно «Только для информации» и означает, что ни вы, ни Банк не будут упомянуты. Вместо этого журналист использовать фразу «Источники в Вашингтоне». Если вы даете интервью «Для печати» и хотите сделать комментарий, не желая при этом, чтобы его приписывали вам или Банку, можно отметить с согласия журналиста, что вы делаете комментарий «Только для информации».

Избегайте фразы «Не для печати». Строго говоря, это означает, что все сказанное вами не может использоваться.

Спросите журналистов, записывают ли они на пленку ваши ответы.

Вы можете также записывать интервью для ваших собственных целей, но открыто скажите об этом. В США журналисты обязаны сообщить о записи интервью (федеральный закон требует предварительного уведомления обо всех записях разговоров на пленку).

Text C

Interviews at the Media

There are three basic situations that call for an interview at some medium: a meeting with the editors of a publication, an appearance on a panel at a broadcasting station, and participation in a radio or television program where only one person is interviewed but may be questioned by several reporters.

Broadcasting stations usually want only one representative from the organization. If there are several participants and one moderator, the program may be devoted to one topic, such as the environment or consumer interests, and the discussion will be limited to that area.

In program where only one person is interviewed, there are two procedures. The simplest is typified by the type of talk show where the interviewer introduces the speaker, tells why the person is there, allows an opening statement, and then questions the speaker. Often there will be an arrangement for members of the listening audience to phone questions to the studio. These shows are commonest on radio, but there are some TV shows, that follow the same procedures.

There are some tips how to answer news media questions:

- Be relaxed, confident, and honest.
- In using your voice, changes in pitch and rate will make for variety.
- Build a “cutoff” into your answer if you wish to drop a given subject.
- Discuss only activities and policies that lie within your area of responsibility.
- Admit you don’t know the answer if that’s the case. If you promise to provide more information, deliver.
- If the situation permits, tape the interview yourself.
- Don’t use jargon, acronyms, or technical terminology.
- Don’t use speech mannerisms.
- Don’t be curt, even with the dumbest question.
- Don’t answer more than one question at a time.
- Don’t restate the question.
- Don’t begin with such trite phrases as “I’m glad you asked that”.
- Don’t give a “no comment” response; if you are unsure of the answer or can’t discuss it, say so.
- Don’t volunteer information unless it supports a positive point you want to make.
- Don’t be defensive — make all your responses positive.
- Don’t let anyone put words in your mouth; agree only if the facts and figures are correct.

This advice is for TV Talk Shows:

Say it in 60 seconds.

Deliver your message convincingly.

Know your facts.

Rehearse your message.

Dress conservatively.

Stay alert.

Participate in discussion.

Get your message across.
Don't get mad.
Don't look at the camera.

❑ **Vocabulary:**

call for smth. — требовать ч.-л.
broadcasting station — радиостанция
environment — окружающая среда
consumer — потребитель
pitch — высота (тона)
rate — скорость, темп
variety — разнообразие
deliver information — предоставить информацию
acronym — аббревиатура, сложносокращенное слово
mannerism — манерность
curt — резкий, отрывистый
dump — глупый
restate — заново формулировать
trite — банальный
common — обычный
be alert — быть начеку

Exercises

1) Find the English equivalents in the text and use them in sentences of your own:

редакция издания; быть посвященным одной теме; интересы потребителей; быть ограниченным ч.-л.; быть уверенным в себе; представить выступающего; задавать вопросы по телефону; быть неуверенным в ч.-л.; признать ч.-л.; одновременно.

2) Find the words in the text which describe or mean the following:

1. the air, water, and land in which people, animals, and plants live —
2. smb. who buys and uses products and services —
3. the highness or lowness of a sound —
4. a world made up from the first letters of smth. such as an organization —
5. using very few words when you speak to smb., in a way that seems rude —

6. smth. (a remark, an idea) which has been used so often that it seems boring and not sincere —

3) Translate the following word-combination into Russian. Use them in sentences of your own:

to deliver to provide to volunteer	information
to deliver to rehearse to get across	a message

4) Match the words. Use them in sentences of your own:

“no comment”	information
follow	mannerisms
deliver	station
broadcasting	procedure
speech	response

5) Translate the following sentences into Russian:

1. Recycling paper and cans is one easy way to preserve the environment.
2. Consumers will soon be paying higher air fares.
3. The syllables were sung repeatedly at a number of different pitches.
4. NASA is an acronym for the National Aeronautics and Space Administration.
5. He responded with a curt, three-sentence letter.
6. The movie's dialogue is trite and uninspired.

6) Match the words which are close in their meaning:

trite	truthful
curt	stupid
alert	commonplace
honest	attentive
dumb	blunt

7) Match the words having the opposite meaning:

curt	deceptive
dumb	original
honest	bright
alert	discursive
trite	unobservant

8) Write questions to the following answers:

1. _____? There are three basic situations that call for an interview at some medium.
2. _____? Broadcasting stations usually want only one representative from the organization.
3. _____? The simplest is typified by the type of talk show where the interviewer introduces the speaker.
4. _____? Yes, often there will be an arrangement for listeners to phone questions to the studio...
5. _____? Yes, there are some TV shows that follow the same procedures.

9) Can you explain the following:

1. Build a “cutoff” into your answer if you wish to drop a given subject.
2. Don’t be defensive — make all your responses positive.
3. Get your message across.

10) Among the tips how to answer news media questions find 5 which you think the most important and 5 which can be considered the least significant. Prove your opinion. Start with:

From the point of view of...

I’d just like to say...

I think (suppose, guess, believe, dare say)...

Personally I believe (I feel)...

In my opinion (view)...

As I see it...

The way I see it...

Well, my opinion is that...

My view is that...

Talking of...

Moreover...
There's one more thing to be noted...
On top of that...
Generally speaking...
It depends.

11) Render the following text in English:

Контролируйте вашу «половину» интервью

Объективно проведенное интервью, подобно интересной беседе или диалогу, должно быть сбалансировано взаимными уступками. Несмотря на то что именно журналисты в конечном счете пишут текст, интервью должно быть двусторонним мероприятием, в котором вы контролируете свою «половину».

Осознание участия на равных в контроле над интервью поможет оставаться сосредоточенным и уверенным и чувствовать себя удобно.

Не теряйте самообладания

Не вступайте в споры или дебаты и не сердитесь на журналиста. Помните, что за ним всегда и в буквальном смысле остается последнее слово.

Отвечайте на нападки фактами, конкретными заявлениями и действуйте с тактом. Такой метод называют «обезоруживающим очарованием».

Стиль и суть ваших замечаний всегда воспринимаются как официальная позиция вашей организации

Подумайте о том, как ваши комментарии могут повлиять на ваш имидж и имидж вашей организации, если интервью будет опубликовано на первой полосе крупной газеты.

Никогда не требуйте на просмотр или одобрение сообщения в печати

Любое предложение о просмотре или одобрении подготовленного журналистом текста неуместно. Однако вы можете оставить ему возможность обратиться к вам за любым необходимым пояснением или для проверки фактов или статистических данных.

Понимайте «пределы» и ответственность журналиста

Хотя весьма важно быть начеку в преддверии интервью прес-се, рассматривайте контакт с журналистами как возможность донести до них вашу информацию, а не как тяжелое испытание, к которому вы должны подойти «во всеоружии».

Главная задача журналиста состоит в том, чтобы получить интересную историю, которая точна, сбалансированна и раз-работана в установленные сроки.

*Text D***Publicity Before the Event**

Whenever anyone from your organization speaks in public, you should make sure that the appropriate media are notified in advance. This often takes the form of a media advisory.

An advisory is simply a short note that gives the speaker's name and title, title of speech, and details about time and place. A brief sentence or two should describe why the speech is important and of interest to the publication's audience. If it is available and it is a major policy speech, you can also send an advance copy of the speech to selected reporters. Do make sure, however, that they realize that they should not report the details of the speech until after it has been given.

Reporters attending the speech should be seated near the podium, and arrangements should be made for accommodating photographers and television camera technicians. Reporters should also at that time be provided with a press kit that gives the background of the organization and the speaker. A copy of the speech is also enclosed.

Publicity After the Event

After a speech has been given, your work is just beginning. You must write and distribute news release about what was said so that the speech can be reported in appropriate trade and professional periodicals.

The speech can be shortened and excerpted as a possible op-ed article in daily newspapers.

If a speech is particularly important, it can be printed in some attractive format and mailed to selected opinion leaders.

□ Vocabulary:

notify — уведомлять

accommodate — размещать

excerpt — цитировать, приводить выдержки
podium — трибуна
enclose — прилагать
appropriate — соответствующий
distribute — распространять
advance copy — сигнальный экземпляр

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

заранее; всякий раз, когда; выступать публично; убедиться; подробности; представлять интерес для к.-л.; сведения (справка) об организации; профессиональные издания; сокращать речь; напечатать; разослать по почте.

2) Find the words in the text which describe or mean the following:

1. the business of making sure that people know about a new product, movie, etc., or about a particular famous person —
2. to formally or officially tell smb. about smth. —
3. a person who is exposed to the media and directly or indirectly influence the attitudes or opinions of others —
4. a magazine, especially one about a serious or technical subject, that comes out at regular times such as once a month —
5. to have or provide enough space for a particular number of people or things —

3) In the previous units of the book find the definitions of the following term. Think of your own sentences with these terms:

a media advisory —
a press kit —
a news release —
an op-ed article —

4) Translate the following sentences into Russian:

1. She has launched a massive publicity campaign to promote her book.
2. The security company notified residents about the changes.
3. All of them have different religious backgrounds.

4. Nineteen cabins on the new ship are designed to accommodate disabled passengers.
5. He rose and went to the podium where he addressed the audience.

5) Match the words which are close in their meaning:

available	supplied
attractive	appearing
provided	accessible
attending	right
appropriate	appealing

6) Match the words having the opposite meaning:

attending	unobtainable
appropriate	deprived
available	missing
provided	repellent
attractive	unsuitable

7) Complete the following sentences (*notified; distribute; appropriate; releases; provided; background; excepted; kit*):

1. You should make sure that the _____ media are _____ in advance.
2. You must write and _____ news _____.
3. The speech can be shortened and _____.
4. Reporters should be _____ with a press _____, that gives the _____ of the organization and the speaker.

8) Write these words with correct negative prefixes (*im; un; in*):

appropriate; important; available; professional; possible; attractive.

9) Answer the following questions:

1. Why should the appropriate media be notified about the event in advance?
2. What form does the notification often take?
3. What is an advisory?
4. What should be described there?

5. Where can an advance copy be sent?
6. What arrangements should be made for reporters and other people attending the speech?
7. What should reporters be provided with?
8. What is to be done after the speech?

10) Do you agree with the recommendations concerning publicity? Can you give any other ideas of your own?

UNIT 15

SPEECHWRITING

Text A

The good speechwriter has the ability to stand in the shoes of the person who must give the speech. Sociologists call this empathic ability — the ability to think and feel much as the person who will give the speech. In a sense, you become your client's alter ego.

Such understanding and empathic ability do not arise in a vacuum. They can develop only after a great deal of research and thorough discussion with the person for whom you are writing.

Researching Audience and Speaker

If you are given a speechwriting assignment, the first step is to find out everything possible about the audience. Who? Where? When? How many people? What time of day? Purpose of meeting? How long a talk? Purpose of talk? Other speakers and their topics? To find the answers to these questions, it might be necessary to talk with a number of individuals. Don't necessarily trust the information you get if it appears to be only a guess. Too many speakers have innocently blundered because they received bad information about their audience.

Next, learn everything you can about the speaker. Listen to the speaker talk — to other groups, to subordinates, to yourself. Get a chance to see how his or her mind works, what word phrases are favored, and what kinds of opinions are expressed. In addition to listening, it is also a good idea to go

over material that the client has written or, if written by others, that the client admires in terms of style and method of presentation.

❑ **Vocabulary:**

empathic — сочувствующий; переживающий

alter ego — «альтер эго», второе «я»

guess — догадка, предположение

blunder — допустить оплошность, ошибку

subordinate — подчиненный

favor — отдавать предпочтение

admire — восхищаться, любоваться

in term — с точки зрения; в смысле; что касается

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

произнести речь; до некоторой степени; возникнуть; обстоятельный; задание; выяснить; цель ч.-л.; ряд лиц; доверять; казаться; в добавление к ч.-л.

2) Find the words in the text which describe or mean the following:

1. having the ability to understand other people's feeling and problems —
2. trying to answer a question or make a judgement about smth. without knowing all the facts, so that you are not sure whether you are correct —
3. to make a big mistake, especially because you have been careless or stupid —
4. smb. who has a lower position and less authority than smb. else in an organization —
5. to support or approve of one plan, idea etc., especially when there are several to choose from —
6. in the relation to some fact or event —
7. to have a very high opinion of smb. because of a quality they have —

3) Translate the following sentences into Russian:

1. I appreciate his empathic approach.
2. I'll give you three guesses.

3. Police admitted that they blundered when they let him go.
4. The prospect of being judged by subordinates made some managers very uneasy.
5. The president is believed to favor further tax cuts.
6. The company is the nation's second largest retailer in terms of sales volume.
7. She says she admires the way he handled the controversy.

4) Match the words which are close in their meaning:

favor (v.)	scrupulous
thorough	emerge
trust	prefer
admire	rely upon
arise	appreciate

5) Match the words having the opposite meaning:

arise	superficial
favor (v.)	abhor
thorough	disbelieve
admire	disappear
trust	dislike

6) Complete the following sentences (*avored; ability; trust; blundered; opinions; guess; information; audience; arise*):

1. Don't necessary _____ the information you get if it appears to be only a _____.
2. Too many speakers have innocently _____ because they received bad _____ about their _____.
3. Get a chance to see how his or her mind works, what word phrases are _____, and what kinds of _____ are expressed. Such understanding and empathic _____ do not _____ in a vacuum.

7) Explain the grammatical structure of the following sentences. Use it in sentences of your own:

Listen to **the speaker talk** — to other groups, to subordinates, to yourself.

8) Answer the following questions:

1. What do sociologists call emphatic ability?
2. How can understanding and emphatic ability develop?
3. In what way can you research the audience?
4. Which questions should be answered?
5. How can you find the answers to them?
6. What should you know about the speaker?

9) Can you explain the following?

1. The good speechwriter has the ability to stand in the shoes of the person who must give the speech.
2. In a sense, you become your client's alter ego.

10) Render the following text in English:

Прежде чем решить, что говорить, познакомьтесь с аудиторией

Если ваша аудитория жертвует временем, чтобы услышать вас, значит, она хочет получить — в увлекательном и интересном изложении — новую информацию и понять ее значимость для волнующих эту аудиторию проблем.

Чтобы общение с аудиторией было актуальным и убедительным, надо прежде всего собрать о ней как можно больше информации: род занятий, образование, пол, культурная и этническая принадлежность, политические симпатии, важнейшие местные проблемы и установки. Это поможет понять, что слушатели думают, чувствуют, узнать их убеждения и мотивы.

Настроенность на конкретную аудиторию служит ключевым условием правильного донесения необходимой информации.

Используйте юмор, подходящий для вашей темы и культурных традиций аудитории. Сказанная к месту шутка способствует созданию образа надежного друга и поможет слушателям лучше понять то, что вы говорите. Однако юмор — обоюдоострое оружие: он может сблизить вас и улучшить понимание, но может вызвать и антагонизм.

Если аудитория, условия и обстановка не совсем знакомы вам, покажите заметки тем, кто обладает достаточным опытом и авторитетом. Самое надежное правило: «Не уверен — не делай».

Text B

Paying the Groundwork for the Speech

Ideally, a writer should have lengthy conversations with the speaker before beginning to write a rough draft of the talk. In a conversational setting, you and the speaker should discuss the speech in terms of objective, approach, strategy, point to emphasize, scope, and facts or anecdotes the speaker would like to include.

Objective

First you must determine the objective. Just what is the speech supposed to accomplish? What attitude should the audience have when the speech is concluded?

Everything that goes into the speech should be pertinent to that objective. Material that does not help attain the objective should not be used. Whether the objective is to inform, persuade, activate, or commemorate, that particular objective must be uppermost in the mind of the speechwriter.

Approach

The approach might be described as the tone of the speech. A friendly audience may appreciate a one-sided talk, with no attempt to give both sides of an issue. For example, a politician at a fund-raising dinner of supporters does not bother to give the opposition's views. An executive talking to the company's sales force does not need to praise the competitor's product.

Most speaking engagements, however, take place before neutral audience where the audience may have mixed views or even a lack of knowledge about the topic.

In such a case, it is wise to take a more objective approach and give an overview of the various viewpoints. The speech can still advocate a particular position, but the audience will appreciate the fact that you have included other points of view. From the standpoint of persuasion, you also have more control over how the opposition view is expressed if you say it instead of waiting for an audience member to bring it up. When somebody stands up and says, "What you say is fine, but you didn't consider the problem of...", you have lost control. If you have included the "problem" in your talk — and perhaps have even admitted that this is a valid point — it takes the wind out of audience opposition.

Mentioning several aspects of the problem and giving the opposition's views also makes the speech more credible. It establishes objectivity, and it

treats people as mature, level-headed citizens who are intelligent enough to understand the pros and cons. In addition, when you acknowledge the opposition, your advocacy of one viewpoint over another appears to be based on a systematic, logical analysis of all sides of the issue.

Hostile or unfriendly audiences present the greatest challenge. They are already predisposed against what you say, and they tend to reject anything that does not square with their opinions. Remember the old saw “Don’t confuse me with the facts — my mind is already made up”. The best approach is to find some common ground with the audience. This technique lets the audience know that the speaker shares or at least understands some of their concerns.

□ **Vocabulary:**

- groundwork — подготовка
- lengthy — продолжительный
- rough draft — черновой набросок
- scope — размах, охват (темы)
- pertinent — уместный, подходящий
- overview — обзор
- advocate — поддерживать, защищать
- bring up — поднимать (вопрос, проблему)
- take the wind out of smb. — выбить почву из-под ног у к.-л.
- commemorate — ознаменовать, отмечать
- mature — зрелый
- level-headed — уравновешенный
- pros and cons — доводы «за» и «против»
- hostile — враждебный
- predisposed — предрасположенный
- challenge — вызов; трудная проблема
- tend — иметь склонность
- square with — сходиться с ч.-л.
- saw — пословица, поговорка

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

упоминать о ч.-л.; убедительная речь; признать ч.-л.; отвергать ч.-л.; общая почва; политическая деятельность; чиновник; с

точки зрения; рассматривать проблему; недостаток знаний о предмете.

2) Find the words in the text which describe or mean the following:

1. to publicly support a particular way of doing things —
2. important work that has to take place before another activity, plan etc. can be successful —
3. the first plan for smth. —
4. the range of things that a subject, activity, book etc. deals with —
5. directly relating to smth. that is being considered —
6. calm and sensible in making judgement or decisions —
7. the advantages and disadvantages of smth. —
8. tending to behave in a particular way —

3) Translate the following words and word-combinations into Russian. Use them in sentences of your own:

1. advocacy
2. an advocate
Lord Advocate
Faculty of advocates
advocate of peace
3. to advocate smth.
4. advocatory

4) Translate the following sentences into Russian:

1. The extremists openly advocate violence.
2. The groundwork for next year's conference has already begun.
3. Student science project should vary in length and scope.
4. The information is not pertinent to this study.
5. No doubt, it was a level-headed solution.
6. The brochure explains the pros and cons of each health-care plan.
7. I don't think her memory really squares with reality.
8. Some people laughed at the idea when he first brought it up.

5) Complete the following sentences (*mature; objective; pros and cons; challenge; advocate; level-headed*):

1. Hostile or unfriendly audiences present the greatest _____.
2. Material that does not help attain the _____ should not be used.

3. The speech can still _____ a particular position.
4. ...it treats people as _____, _____ citizens who are intelligent enough to understand the _____.

6) Match the words which are close in their meaning:

pertinent	honor
persuade	biased
commemorate	blandish
level-headed	relevant
predisposed	reasonable

7) Match the words having the opposite meaning:

level-headed	inappropriate
predisposed	neglect
pertinent	discourage
commemorate	disinclined
persuade	nervous

8) Paraphrase the underlined words and expressions:

1. You and the speaker should discuss the speech in terms of objective, approach, strategy, points to emphasize, scope, and facts or anecdotes the speaker would like to include.
2. That particular objective must be uppermost in the mind of the speechwriter.
3. It is wise to take a more objective approach and give an overview of the various viewpoints.
4. They tend to reject anything that does not square with their opinions.

9) Explain the grammatical structure of the sentence. Use it in sentences of your own:

You also have more control over how the opposition view is expressed if you say it instead of **waiting for an audience member to bring it up**.

10) Insert preposition where necessary (*in; into; of; with; to; against; out of*):

1. Everything that goes _____ the speech should be pertinent _____ that objective.

2. Mentioning _____ several aspects _____ the problem and giving the opposition's views also makes the speech more credible.
3. They are already predisposed _____ what you say, and they tend to reject anything that does not square _____ their opinions.
4. If you have included the "problem" _____ your talk _____ and perhaps have even admitted that this is a valid point _____ it takes the wind _____ audience opposition.

11) Write down 5 questions covering the contents of the text.

12) Can you explain the following:

1. A friendly audience may appreciate a one-sided talk, with no attempt to give both sides of an issue.
2. ...it takes the wind out of audience opposition.
3. The best approach is to find some common ground with the audience.
4. Hostile or unfriendly audiences present the greatest challenge.

13) Translate the following into Russian:

Remember Your Audience

1. Know your listeners. You can hardly know too much about the members of your audience: age, sex, occupation, education, socioeconomic status, and any other facts — and especially why they are listening to this speech.
2. Use their language. Use term and expressions that are familiar. Similes, metaphors, and anecdotes are valuable only if they are pertinent.
3. Use visuals. Your audience will remember much more if you show and tell than if you only tell.
4. Use humor carefully. Self-effacing humor is a useful way to get the support of the audience. It eliminates status differences and makes the audience realize that the speaker is human and fallible.
5. Watch your facts. Be absolutely certain that you are giving listeners information that is reliable. Check and double-check your information.
6. Focus on the benefit. Any speech must tell listeners why they will gain from the ideas being expressed. Here are some typical speech structures:

- Where we were, where we are, where we are going, why this is good for you.
- What it is, how it works, how to use it, why it helps you.
- What we're doing, why we're doing it, how we're doing it, why it is good for you.

14) Express your opinion of the above given advice.

15) Render the following text in English:

Устное общение по самой своей природе и совокупности качеств служит хорошим средством для установления взаимовыгодных отношений с общественностью. Это тем более важно, что всякий руководитель, предприниматель должен участвовать в различных семинарах, совещаниях, встречах и там представлять фирму, предприятие, регион, орган власти или самого себя.

Чтобы хорошо это сделать, необходимо научиться думать, стоя перед слушателями. Если аудитория оказывается невнимательной, нужно начать свою речь с сообщения о том, что вы намерены сказать, затем сказать именно это и в заключение повторить сказанное. Нужно внушить аудитории, что та должна что-то сделать. Иными словами, не следует покидать трибуну, пока не удалось организовать должным образом людей.

Хорошо уже с первых слов завладеть вниманием, и поэтому следует избегать необязательных фраз («Я не собирался выступать...», «Я хочу рассказать о том, что...», «Я полностью согласен с предыдущим...»); начинать лучше с главного и без длинной подводки. Именно ключевую мысль и надо вынести в аудиторию, а затем ее доказывать и варьировать. Особенно это необходимо в случае, если аудитория не настроена благожелательно или хорошо знакома с темой и предметом обсуждения.

Поскольку держать в постоянном напряжении аудиторию длительное время трудно и почти невозможно, специалисты советуют продумать те места и моменты выступления, когда интерес может снизиться, и загодя запастись средством усиления этого интереса. В частности, можно заготовить подходящие к теме шутки, истории, примеры.

Все выступление должно состоять из нескольких разделов. Их желательно заканчивать какой-то важной мыслью, образом,

сравнением. Потом в памяти эта фраза может «вытянуть» и остальное содержание.

Готовящийся текст можно наговорить на магнитофон (не прочесть, а именно наговорить) и затем работать уже с этим материалом. Здесь сразу будут видны длинноты, повторы, скучные и шаблонные обороты.

Text C

Strategy

Once you've determined the objective and the approach, your next step is to decide what ideas and information will be needed to convince the audience.

At this stage, it is advisable to start making notes. As you think of ideas or examples you want to use, jot them down somewhere, perhaps on a pocket-sized note card. Don't rely on your memory; often, many of our best ideas are no more than fleeting mental flashes that are quickly crowded out by more immediate problems.

The idea of thinking about the problem also applies to the material — newspapers, reports, magazines — that you read. Many successful speechwriters are great clippers of articles. When they see an article on some topic of interest, they clip it and put the story in an appropriate file. It may be a broad topic like “higher education” or something more specialized.

By clipping articles on a regular basis and keeping them in a well-organized idea file, you can easily find new and usable information. This can ensure that the talk will contain current facts and figures as well as contemporary examples.

Writing the Speech

Writing the speech is a multistep process involving an outline and several drafts.

Outline. Having gathered the material you need, you must prepare an outline. The outline for a speech has three main parts: the opening, the body, and the closing.

The opening is the part of the speech that must get the attention of the audience, establish empathy, and point toward the conclusion. It is wise, in the opening, to tell the audience what the topic is, its importance to them, and the direction you plan to take in addressing it.

The body of the speech presents the evidence that leads to the conclusion. The outline should list all the key points. In this section, you will use quotes

from acknowledged experts in the field, facts and figures, and examples that drive home your point of view.

The conclusion summarizes the evidence, pointing out what it means to the audience.

The outline should be submitted to the speaker, and once it has been approved, you can go on to the next step.

□ Vocabulary:

once — когда; как только

jot down — кратко записать; набросать

fleeting — беглый; мимолетный

flash — проблеск; вспышка

contemporary — современный

outline — набросок; эскиз, очерк

body — основная черта

empathy — сочувствие, сопереживание

drive home — довести до сознания

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

перейти к ч.-л.; на этой стадии; делать заметки; полагаться на ч.-л.; тема, представляющая интерес; соответствующий; на постоянной основе; гарантированный; содержать; вести к ч.-л.; перечислить; высказывания; признанные специалисты.

2) Find the words in the text which describe or mean the following:

1. to make smth. completely clear and meaningful —
2. continuing for only a short time —
3. belonging to the present time —
4. a plane for a piece of writing —
5. the main, central, of most important part of smth. —
6. the ability to understand other people's feelings and problems —
7. to write a short piece of information quickly —

3) Match the words and use them in sentences of your own:

immediate	experts
make	education

multistep	card
higher	notes
usable	process
note	information
acknowledged	problems

4) Translate the following sentences into Russian:

1. He wanted to drive home the point that the team can't afford to lose another game.
2. I caught a feeling glimpse of them as they drove past.
3. The cafe's decor is clean and contemporary.
4. The professor wants an outline of our essays by Friday.
5. The body of the report was submitted in due time.
6. We have a lot of empathy for those who are having hard times.
7. Let me jot down your number.

5) Match the words which are close in their meaning:

advisable	recognized
contemporary	recommended
wise	cursorly
fleeting	reasonable
acknowledged	current

6) Match the words having the opposite meaning:

wise	antiquated
advisable	renounced
contemporary	improper
fleeting	foolish
acknowledged	permanent

7) Complete the sentences (*conclusion; outline; body; rely on; advisable; jot down*):

1. The _____ of the speech presents the evidence which leads to the _____.
2. Having gathered the material you need, you must prepare an _____.

3. Don't _____ your memory.
4. As you think of ideas or examples you want to use, _____ them _____ somewhere.

8) Explain the grammatical structure of the sentences. Use it in sentences of your own:

1. **Having gathered** the material you need, you must prepare an outline.
2. The conclusion summarizes the evidence, **pointing out** what it means to the audience.

9) Insert prepositions where necessary (*of; to; on; down*):

- | | |
|------------------------|-----------------------------|
| to rely _____ smth. | to involve _____ smth. |
| to jot smth. _____ | to lead _____ smth. |
| to apply _____ smth. | to be submitted _____ smth. |
| an article _____ smth. | to go on _____ smth. |
| to contain _____ smth. | to be _____ interest |

10) Write the words with correct negative prefixes (*in; un; ir*):

regular, advisable, successful, appropriate, wise, contemporary.

11) Answer the following questions:

1. What is your next step after determining the objective and the approach?
2. Why is it advisable to start making notes?
3. Why is it useful to clip newspaper articles?
4. What does the process of writing a speech involve?
5. How many parts does the outline for a speech have?
6. What should the opening include?
7. What does the body of the speech present?
8. In what way should the conclusion be written?

12) Can you explain the following?

Many of our best ideas are no more than fleeting mental flashes that are quickly crowded out by more immediate problems.

13) Write down 3 sentences summarizing the contents of the text.

14) Render the following text in English:

Никогда не недооценивайте силу «невербального» общения

Обширные исследования показали, что жестикуляция и мимика доносят наиболее запоминающуюся информацию, которую получает аудитория и которой она верит. В частности:

- слова представляют лишь около семи процентов того, что запоминается аудитории и внушает ей доверие;
- на голос (тон, высота тона и интонация) приходится 38 процентов ваших коммуникационных усилий;
- жестикуляция и мимика обеспечивает 55 процентов вашего потенциала общения.

Хотя это верно для повседневного общения, эффективность и непосредственность электронной прессы повышают значимость «невербального» общения, а вместе с ним и его использования.

Жесты и мимика включают позу, то, что вы делаете с руками, как жестикулируете и используете мимику. Полезно проводить различие между тем, как ваше лицо действует буквально в качестве орудия общения, и тем, как остальная часть вашей мимики укрепляет (или ослабляет) эффект общения.

Text D

Drafts

The next step is to write a rough draft for the speaker. The speaker should use this draft to add new thoughts, cross out copy that doesn't seem to fit and rewrite sentences to reflect his or her vocabulary and speaking style.

Don't feel rejected if the first, second, or even third draft comes back in tatters. It is only through this process that the speech becomes a natural expression of the speaker's personality.

The process just described delineates the ideal. The most successful speakers take the time to work with their speechwriters. Unfortunately, however, too many executives fail to understand this simple concept.

A report prepared by one of public relations agencies discussed several reasons why business people have trouble explaining themselves to the public. The report noted:

All too often the chief executive expects a speech to appear magically on his desk without any contribution on his part. He feels too busy to give the speech the attention it deserves. In the end, he becomes the victim of his

own neglect. He stumbles through a speech which, from start to finish, sounds contrived. And then he wonders why nobody listened to what he said.

Words. A speech talks to listeners, not at them. Your choice of words can either electrify an audience or put it to sleep. As somebody once said, "The best idea in the world isn't worth a damn if it cannot be expressed well".

❑ **Vocabulary:**

fit — подходить

reflect — отражать

in tatters — разбитый вдребезги; уничтоженный

delineate — изображать

stumble — запинаться, ошибаться

contrived — неестественный, искусственный

contribution — вклад

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

черновой набросок; стиль речи; отвергнутый; выражение индивидуальности говорящего; в конце концов; со стороны к.-л.; заслуживать; жертва; пренебрежение; с начала до конца.

2) Find the words in the text which describe or mean the following:

1. ruined or badly damaged —
2. to have the qualities, experience etc. that are appropriate for a particular situation, job etc. —
3. to show or be a sign of a particular situation, idea, or feeling —
4. to describe or draw smth. carefully so that it is easy to understand —
5. to stop or make a mistake when you are reading to people or speaking —
6. seeming false and not natural —

3) Translate the following sentences into Russian:

1. After the war, the country's economy was in tatters.
2. We wanted an experienced journalist, and he fit the bill.
3. The poll result reflect widespread anxiety about the economy.
4. This book delineates the differences between urban and suburban schools.

5. He stumbled through his speech.
6. The script is contrived and unbelievable.

4) Match the words which are close in their meaning:

rejected	incomplete
successful	dismissed
contrived	disregard
reflect	artificial
rough	thriving

5) Match the words having the opposite meaning:

successful	precise
contrived	observance
rough	accepted
neglect	natural
rejected	failing

6) Complete the following sentences (*contrived; in tatters; a rough draft; delineates; stumbles through; draft*):

1. The process just described _____ the ideal.
2. He _____ a speech which, from start to finish, sounds _____.
3. Don't feel rejected if the first, second, or even third _____ comes back _____.
4. The next step is to write _____ for the speaker.

7) Explain the grammatical structure of the sentence. Use it in sentences of your own:

It is only through this process **that** the speech becomes a natural expression of the speakers personality.

8) Can you explain the following?

1. A speech talks to listeners, not at them.
2. The most successful speakers take the time to work with their speechwriters.

9) Translate the following item into Russian:

Here are some tips about wording:

- Use personal pronouns like “you” and “we”. This makes the talk more conversational and lets your listeners know that you are talking to them.
- Avoid jargon. Do not talk about the “acquisition range” of an F-16 jet fighter — talk about an F-16 jet that can shoot down another plane 10 miles away.
- Don’t use long figures. Don’t say “243,629,384 Americans”; say “more than 240 million Americans”.
- Use simple words to communicate. Don’t say “print media” when you mean “newspaper”. Don’t say “perish” when “die” says the same thing. Don’t say “possess” when “have” is what you mean.
- Use active verbs. Say “I think” not “it is my conviction than...”
- Avoid modifiers such as “very” or “most” — these are crutches.
- Avoid empty words such as “of the nature of”. Instead, say “like”. Don’t say “in the event of” — say “if”. Don’t say “at that point in time” — say “then”.
- Use short sentences. Don’t use clauses between the subject and the predicate of a sentence. Don’t put a clause at the end of a sentence; start a new sentence.
- Use direct quotes. You could say, “Here is what my friend Allan said”, then quote him.
- Use questions — for example, “Does anyone know how many refugees there are in the world today?”
- Use comparisons or contrasts. Compare exotic locales with others that are familiar. (“New Zealand has about the same land area as California, but it has only 3 million people as compared to California’s 31 million.”)

Do you find these tips useful?

Can you think of any tips concerning the wording when writing speeches in Russian?

10) Render the following text in English:

Как вести себя в трудном интервью?

*Придерживайтесь главного правила:
не поддавайтесь на провокацию*

Неприятные вопросы часто вызывают гнев и желание одержать верх над журналистом. Но ваш собеседник не враг. Журналист — это канал, посредством которого вы общаетесь с аудиторией. Если в программе участвуют и другие люди, относитесь к ним как к партнерам по передаче, а не как к противникам. Критические замечания со стороны могут вызвать желание показать себя, доказать что-то, убедить.

Желание победить в общении с журналистом — верный путь к поражению. Но ваша цель — не победа; ваша цель — проинформировать, высказать необходимые идеи и убедить.

«Засада»

Так можно назвать интервью, при котором журналист пытается застать вас врасплох неожиданным вопросом по очень деликатной и спорной теме или проблеме.

В первую очередь при этом вы подумаете, что журналист пытается спровоцировать вас на обличающее заявление. Естественная реакция тут — «занять оборону»; однако какой бы природной она ни была, ее следует избегать. И прежде всего не давайте волю гневу, не пытайтесь нанести ответный удар. Помните: вы говорите для аудитории, а не для журналиста. Сохраняйте открытость — в позе, в мимике и словах, — стоите ли вы или сидите перед журналистом. Слегка наклонитесь вперед, чтобы выглядеть непринужденным, подкрепляйте утвердительные ответы естественными жестами и улыбайтесь.

Ваше обаяние и неагрессивное проявление уверенности помогут вам обезоружить не только нападающего на вас журналиста, но и аудиторию.

Обороняйтесь, не проявляя этого. При объяснении указанных ошибок и неудач увяжите их с трудностями принятия решений, связанных с развитием вашей организации, и в качестве иллюстрации перечислите выгоды и потери. Например: «Подобно любой организации, занимающейся сложными и связанными с большой степенью риска проблемами, мы, конечно, допустили ряд ошибок. Но в то же время делаем все от нас зависящее, чтобы их исправить. Скажем...»

Лучшим средством против «засады» является подготовка. Заранее предположите, что вам зададут трудные и спорные вопросы. Затем продумайте контраргументы или объяснения по любой возможной деликатной теме.

Text E

Helping the Speaker

In addition to writing the speech to suit the speaker, there may be a need for coaching. Whether the speech is memorized, partially read, or read entirely, it should be voiced enough times for the speaker to become familiar with it and to permit improvements in its delivery. Tone of voice, emphasis given to certain words or phrases, pauses, gestures, speed — all are important.

Some speakers prefer to have certain phrases underlined and to have detailed cues in the script such as “pause”, “look at audience”, and “pound on lectern”. Others don’t want such cues. It is a matter of individual preference.

Typing format is also a matter of personal preference. Some people prefer double spacing; others want triple spacing. A few like to have the speech typed entirely in capital letters, but most prefer the normal format that is used to present most material that is to be read. There are also speakers who like to have capital letters used in the words that are to be stressed. Any of these format is acceptable if the speaker likes it that way.

The speaker should be sufficiently familiar with the prepared text to permit abridgement on brief notice. It is particularly important for a speaker at a luncheon meeting. All too often, the meal is served late or the group takes an excessive amount of time discussing internal matters or making general announcements, leaving the speaker far less time than originally planned.

The same thing can happen at an evening banquet. The awards ceremony takes longer than expected and the speaker is introduced at 9.15 p. m., three hours after everyone has sat down to dinner. In this instance, the most applause is for the person who realizes the hour and makes a five-minute speech.

❑ Vocabulary:

coach — репетировать; тренировать
partially — частично
voice — произнести
delivery — произнесение (речи)
cue — подсказка

pound — ударить
lectern — пюпитр, трибуна, кафедра
double, triple spacing — двойной, тройной интервал
capital letters — заглавные буквы
abridgement — сокращение
on brief notice — без подготовки; в срочном порядке; без заблаговременного предупреждения

Exercises

1) Find the English equivalents in the text. Use them in sentences of your own:

необходимость ч.-л.; запоминать; улучшения; подчеркивать; подробный; приемлемый; слишком уж часто; внутренние проблемы; делать объявления; намного меньше времени; банкет; церемония награждения; в этом случае.

2) Find the words in the text which describe or mean the following:

1. a word or action that is a signal for smb. to speak or act in a play, movie etc. —
2. a letter in the alphabet written in the large form, for example at the beginning of a sentence or smb.'s name —
3. the amount of space between each printed letter, word, or line on a page —
4. shortening of a book, play etc., keeping its basic structure and meaning —
5. without giving much warning —
6. a piece of furniture that you stand behind when giving a speech, teaching a class etc., that is like a tall desk with a sloping surface for putting an open book or notes on —

3) Translate the following sentences into Russian:

1. She stood nervously in the wings waiting for her cue.
2. Please fill in your name and address in capitals.
3. It's an abridged version of the novel.
4. We were ready to leave on brief notice.
5. He jumped up, pounding on his desk in anger.

4) Match the words which are close in their meaning:

prefer	prodigal
acceptable	inconclusive
partial	beseem
suit	admissible
excessive	favor

5) Match the words having the opposite meaning:

suit	complete
prefer	insufficient
acceptable	dissatisfy
partial	unwelcome
excessive	dislike

6) Complete the following sentences (*brief notice; capital letters; abridgement; spacing; voiced; partially*):

1. Some people prefer double _____.
2. A few like to have the speech typed in _____.
3. The speaker should be sufficiently familiar with the prepared text to permit _____ on _____.
4. Whether the speech is memorized, _____ read, or read entirely, it should be _____ enough times.

7) Explain the grammar structure of the sentences. Use it in sentences of your own:

1. The most applause is for the person who realizes the hour and makes **a five minute speech**.
2. Some speakers prefer **to have certain phrases underlined**.

8) Insert prepositions (*with; to; for; on; in*):

_____ addition _____ smth. to do smth. _____ brief notice
to suit _____ smb.
a need _____ smth. to sit down _____ dinner
to become familiar _____ smth. _____ this instance

9) Write questions to the following answers:

1. _____? Yes, there may be need for coaching.

2. _____? Some speakers prefer to have detailed cues in the script.
3. _____? No, others don't want such cues.
4. _____? Typing format is a matter of personal preference.
5. _____? The speaker should be familiar with the prepared text to permit abridgement on brief notice.

10) Speak on the following points. Try to illustrate them with your own examples:

1. Speechwriting is a difficult, prestigious, and important job for public relations people.
2. To write a good speech, you must know the audience and the speaker.
3. Jointly, you and the speaker must establish a clear objective, an effective approach, and a sound strategy.
4. You must get the facts, organize the speech, and prepare as many drafts as are needed to end up with a speech that will please the speaker and be effective.
5. When the speech has been written, you must help the speaker rehearse the speech and reach the audience.

11) Render the following text in English:

Большинство людей готовится к публичным выступлениям. Но в отличие от них опытный оратор репетирует и определяет продолжительность своих замечаний вслух.

Репетиция с прочтением записей вслух помогает обеспечить ровное безупречное выступление и использовать важную методику вербального и невербального общения.

Такая репетиция позволит также уточнить и разъяснить идеи и преподнести их выразительно и с соответствующей интонацией. Все это желательно и для выступающего, и для человека, дающего интервью прессе.

Поскольку мы читаем про себя быстрее, чем произносим, следует отрепетировать чтение вслух и сделать хронометраж ваших пометок, чтобы определить точную продолжительность выступления и скорректировать его с учетом выделенного времени.

Важно также отрепетировать выступление с использованием телесуфлера, если он будет в ходе выступления.

Репетицию можно записывать на видео пленку для последующего анализа.

Важно также предусмотреть возможные вопросы аудитории или интервьюера. Их можно разделить на три категории: официальная тема выступления или интервью, связанные с ней дополнительные вопросы и темы, которые (как вы надеетесь) не будут затрагиваться по причине их спорности или шекотливости.

Следует подготовить также сообщения позитивного характера, которые вы хотите донести до аудитории. Отрепетируйте основные мысли так, чтобы произносить их естественно.

Поговорите с интервьюером или ведущим заранее, чтобы вы оба могли подготовиться к передаче.

Выясните у него тему и подход к ней. Без лишней назойливости попытайтесь узнать, в каком направлении интервьюер хочет вести беседу с вами и собирается ли он поднимать какие-либо спорные или деликатные проблемы. Предшествующая интервью беседа дает возможность лучше почувствовать журналиста как личность и установить с ним некоторую близость.

В итоге вы ослабите напряжение, будете чувствовать себя комфортно и выглядеть раскованным.

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ПРИЛОЖЕНИЕ

APPENDIX

диалоги и тексты для аудирования

ASSIGNMENTS

Part I. DIALOGUES

№ 1

Listen to the conversation between Sue and Bill. Are the following statements correct?

1. It's not necessary for Sue to go to the meeting.
2. She has to telephone John.
3. Bill has to go to the meeting.
4. Sue must present the report to the meeting.
5. Fred thinks it is not necessary for him to have the report.

№ 2

A customer is making arrangements with a phone company. Listen to the dialogue and answer the questions:

1. When will the conference take place?
2. How many invitations will be sent out?
3. How many phones do they need?
4. Why don't they need faxes or modems?

№ 3

Complete the following conversation using the words from the box below:

effective	newspaper	campaigns
advertisements	agency	sold
copies	customers	

A: The company have _____ more than one million _____ of their new CD ROM.

B: And how have they reached their _____?

A: They've placed a lot of _____ in newspapers. Have you ever tried _____ advertising?

B: No. We've never found it _____. But we have used an advertising _____ for about three years. And they've developed some good _____ for us.

Listen and check your answers.

№ 4

Listen to the dialogue and answer the following questions:

1. Are they discussing financial problems?
2. What do they want tables for?
3. Do they want to have an overhead projector and sound system installed?
4. Who is going to check their work?
5. What is the capacity of the room?

№ 5

You are going to listen to a manager from a market research company. Listen to her talk.

What type of newspaper is most widely read, and what type does she recommend advertising in?

Write down all the numbers you hear. Reproduce the phrases in which they are used.

№ 6

You going to hear some people talking about things that happen at meetings.

Decide which are the worst things and which don't really matter.

№ 7

Listen to the conversation about making arrangements for a presentation. Reproduce it in indirect speech.

Think of a similar dialogue of your own.

№ 8

You'll hear part of a business discussion. Listen and describe in details what things should go into the preparation of the presentation and in which order.

The following words can be of use: objectives, to achieve, the audience, the content, to work out, to collect information, to decide on a structure, visuals, graphs.

№ 9

Listen to the dialogue and put a tick (V) next to the right statements. Correct the wrong statements.

1. Elizabeth Cortes is the guest speaker for the Welcome Luncheon.
2. She's flying from New York.
3. She's flying on Wednesday morning.
4. Professor Lingwood is going to speak on Friday.
5. She's going to speak about Trans European Road Networks.
6. Professor Dernier is not coming.
7. He's ill.

№ 10

Brigitte has just come back from the conference in New York. Her friend is asking her experiences. Imagine her possible answers. Your teacher will pause the CD after each question for you to suggest suitable replies. Make use of the clue words: then you'll be able to hear Brigitte's actual replies.

A: Brigitte, hi. Welcome back. Did you have a good trip?

- B:* (great) _____.
- A:* So what was New York like?
- B:* (noisy, exciting).
- A:* Yes, everybody says that. What was your hotel like?
- B:* (small, clean, convenient, two minutes' walk).
- A:* How was the conference?
- B:* (friendly, useful contacts).
- A:* And what were the presentations like?
- B:* (a little boring).
- A:* You didn't!
- B:* (the only negative thing, a fantastic visit).

Part II. Texts

№ 1

Pre-listening task

The following words and phrases are in the text you're going to listen to:

- event — мероприятие
vital tools — важные средства
value — ценность
participate — участвовать, принимать участие
era — эра
information overload — перегруженность информацией
convention — совещание, конференция, симпозиум
attendee — участник; присутствующий
ice-cream parlor — кафе-мороженое
on the scale — в масштабе
variety — разнообразие
limitless — неограниченный
applied to — применим к
defined objectives — определенные цели
contribute to smth. — вносить вклад во ч.-л.; добавлять к ч.-л.
essential — существенный
timing — выбор времени; распределение по времени

logistics — логистика; материально-техническое снабжение
down to — вплоть до
comprehensive — разносторонний, комплексный, всеобъемлющий
make a thorough analysis — произвести тщательный анализ
tax — налог
gratuity — чаевые
meal cost — расходы на еду
be in charge — отвечать за ч.-л.; быть ответственным, руководить
inherent — неотъемлемый, присущий, свойственный

Comprehension check

Listen to the CD and answer the questions:

1. What is the greatest value of meetings and events?
2. Why are they more important now than ever before?
3. How can you describe a meeting or an event?
4. Can you give principles inherent in all gatherings? Name some of them.

№ 2

Pre-listening task

Make sure you understand the following words and phrases:

respite — передышка
civic club — некоммерческий клуб
involve — включить, вовлекать
conferees — участники конференции; собравшиеся, присутствующие
fall into two basic types — делятся на два основных вида
the people present — присутствующие
rigid — строгий; жесткий
suit — подходить, быть пригодным
problem solving — разрешение проблем
relatively — относительно
visualize — отчетливо представлять себе; мысленно видеть
handful — горстка; маленькая группа
appropriate — подходящий, соответствующий

imparting — передача (информации); сообщение
content — суть; содержание
ridiculous — смехотворный
acceptable — приемлемый

Comprehension check

Listen to the CD and answer the questions:

1. Can you prove that having meeting seems to be part of human nature?
2. How can you define a participation meeting and a listening meeting?
3. What is typical of committee meetings?
4. What are listening meetings appropriate for?

№ 3

Pre-listening task

Read the following words and phrases and their translation carefully:

cover — охватить
facilities — средства
run — руководить, управлять; вести (дела)
get people to attend — заставить людей присутствовать (посетить)
agenda — повестка дня
notification of attendees — уведомление участников встречи
extensive — обширный
be scheduled — быть запланированным
invitees — приглашенные
schedule — график, расписание, план
commitment — обязательство, обещание
eve — канун
avoid — избегать
availability — доступность, наличие
advance reservation — предварительный заказ, бронирование
imperative — настоятельный, обязательный
site — место (для проведения встречи)
length — длительность, продолжительность
resist — сопротивляться
have a major effect on smb., smth. — оказать большое влияние на
к.-л., ч.-л.

preempt — завладеть раньше других; перехватить, перекупить
community calendar — график проведения общественных мероприятий

Here are a few sentences from the text. Read them and fill in the gaps with the given words (*be scheduled, avoided, extensive, eves, length, imperative, advance*):

1. For a large and more formal meeting, the preparation must be _____ and detailed.
2. The meeting must _____ at a time that is convenient for the people who are to attend.
3. Weekends, Monday mornings, Friday afternoons, holiday _____, and busy seasons should be _____.
4. The _____ of the meeting is another factor.
5. _____ reservations are _____.

Comprehension check

Now listen to the CD and check your answers:

1. What questions must every plan consider?
2. What days shouldn't the meeting be scheduled for?
3. Why might people resist to attend a meeting?
4. What should you do to avoid possible conflicts?

№ 4

Pre-listening task

Discuss the following questions in groups:

1. Where do you think the meeting can be held?
2. Who can be in charge if the meeting is held in a school, in a hotel?
3. What do you think is the best seating arrangement for the audience during the meeting?

The following words can be of use:

on the premises — на территории; в помещении

the person in charge — лицо, отвечающее за ч.-л.; лицо, контролирующее ч.-л.

catering manager — менеджер по обслуживанию

superintendent — заведующий
custodian — опекун
minister — священник
priest — священник
nonprofit group — общественная группа, организация
eligible — подходящий, желательный
failed to draw — не удалось привлечь
ranging in size — варьирующихся по размеру
directional arrows — стрелы, указывающие направления; указатели
conspicuous — заметный, видимый
seating — размещение
hand out — раздавать, выдавать
designed for — предназначенный
row — ряд
facing — лицом к
designate — назначать

Comprehension check

Listen to the CD and answer the following questions:

1. What will you have to do if the meeting is to be held at some outside location?
2. Why must the meeting room be the right size for the expected audience?
3. What should be done for the audience to find the room?
4. What is the best arrangement for a small group and for a meeting where the audience may wish to take notes?
5. What kind of meetings are best served by “theater” seating?
6. Why are large meetings broken into discussion groups?

№ 5

Pre-listening task

Here are the words and phrases which can help you understand the text:

invitation — приглашение
internal — внутренний
adequate — соответствующий, адекватный

external — внешний
require — требовать
fit the meeting into their schedules — включить собрание в свое расписание
lead time — подготовительный период
highlight — основной момент; факт
worthwhile — стоящий, имеющий смысл
parking facilities — площадки для стоянки автомобилей
reply/return card — возвратная карточка; карточка для ответа
to have people attend — заставить людей посетить
check — проверить
greeting — приветствие
in order — по регламенту
opening remarks — вступительное слово
identification — опознание; идентификация
customary — обычный, привычный
check the names against the invitation list — проверить имена по списку приглашенных
plain — простой

Comprehension check

Listen to the CD. Put a tick (V) next to the right statements. Correct the wrong ones:

1. For external groups invitations are necessary.
2. Three or four months is a common lead time.
3. A map showing the location and parking facilities is advisable.
4. Where hundreds of people are expected, a personal welcome is in order.
5. If the group is large, registration and identification is highly informal.

Answer the following questions:

1. Why should invitations go out in advance?
2. What kind of information include?
3. How should invitees be greeted?
4. Are registration and identification formal or informal?

№ 6

Pre-listening task

In group discuss the following statements:

1. Speakers must be chosen because of their expertise, their crowd-drawing capacity, and their speaking ability.
2. Many prominent people are simple not effective speakers.

Make use of the following words and phrases:

listing — перечень, список

purpose — цель

chairperson — председатель собрания

keep discussion from wandering — следить за тем, чтобы обсуждения не отклонялись от темы (велись по теме)

persuade — убеждать

celebrative or commemorative occasion — торжество по случаю празднования или в память о событии

trite — банальность

boring — скука

last-minute changes — изменения, сделанные в последнюю минуту

in advance — заранее

expertise — компетентность

crowd-drawing capacity — способность привлекать внимание аудитории

prominent — известный, выдающийся

make sure — удостовериться

confirmation — подтверждение

commitment — обязательство, обещание

specifics — уточнения; специальные сообщения

reminder — напоминание

available — доступный, находящийся в наличии

Comprehension check

You will hear a few points concerning programs and speakers. Listen and answer the questions:

1. What are the two meanings that the word «program» has?

2. Why is it necessary to have a chairperson?
3. What does the printed program usually list?
4. What kind of speakers should be chosen?
5. What steps should be taken to remind the speaker about the meeting?
6. What is it necessary to do if the speaker is coming from out of town?

№ 7

Pre-listening task

Look at the following list of words:

convention — конференция, симпозиум
enjoy recreation and social interchange — получать удовольствие от отдыха (развлечений) и светских мероприятий
fraternal — братский
widespread — широко распространенный
give consideration to smth. — учитывать ч.-л., рассматривать
in advance — заранее
scheduled date — запланированная дата
several years ahead — за несколько лет вперед
timing — выбор времени
location — выбор места
facilities — удобства
exhibits — стенды
attendance — аудитория, публика
convenient — удобный
avoid — избегать
peak work periods — время наибольшей загруженности работой
appropriate — подходящий
after harvest — время после сбора урожая
preholiday periods — предотпускное время, время перед отпуском
retailer — лавочник, розничный торговец
midwinter — середина зимы
deal with smth. — иметь дело с ч.-л.
imperative — обязательный, настоятельный
convenience — удобство

Think of your own sentences with them concerning the planning and timing of conventions.

Comprehension check

Listen to the CD and answer the following questions:

1. What is the purpose of a convention?
2. Who are most conventions held by?
3. Name the main things that are involved in planning a convention.
4. What periods should the sponsoring organization avoid planning a convention?

№ 8

Pre-listening task

The following words and phrases are in the text you're going to listen to:

recreation — отдых, развлечение

feature — характерная черта

range from... to — варьироваться

get-together — встреча, сбор

formal dances — балы; официальные танцевальные вечера

tournament — турнир, состязание

sightseeing tour — ознакомительная поездка

coincide with smth. — совпадать с ч.-л.

regular — очередной

spouses — супруги; супружеская чета

would rather relax than listen — скорее предпочли бы отдыхать, чем слушать

appealing — привлекательный

concerted effort — согласованное усилие, действие

follow-up — контроль сроков исполнения; проверка

lower rates — более низкие цены, ставки

strenuous — напряженный, требующий усилий

a great many — очень много

convey — доставлять

remote — отдаленный, уединенный

provide with all essentials — снабдить всем необходимым

name tags — значки, таблички с именами

set up — организовать, учредить

draw attention — привлекать внимание

major media — главные средства массовой информации

newsroom — зал для журналистов

equipment — оборудование

Fill in the gaps with the words from the given list:

1. Recreation is _____ of practically all conventions.
2. This may _____ from informal _____ to formal dances.
3. Cocktail parties, golf _____, _____ tours are among the possibilities.
4. People arriving at the convention headquarters must be met, registered, and _____ all the essentials.
5. A newsroom should be set up with telephones, fax machines, tables and other needed _____.

Comprehension check

Now listen to the CD and check your sentences.

Answer the following questions:

1. What recreational events may be planned for a convention?
2. What two things are required to get people to attend a convention?
3. Why is running a convention a strenuous job?
4. Should a message center or a newsroom be set up?

№ 9

Pre-listening task

Read the following word and their translation. They'll help you understand the text:

open house — день открытых дверей

plant tour — экскурсия по предприятию

develop favorable opinion — создать благоприятное впечатление

facilities — удобства

raw materials — сырье, необработанный материал

finished products — готовая продукция

emergency facilities — отделение скорой помощи

diagnostic equipment — диагностическое оборудование
operating room — операционная
patient room — палата для больных
one-day affair — однодневное мероприятие
attendance — посещение
chooses to attend — хочет посетить
unsatisfactory — неудовлетворительный
one-day event — однодневное мероприятие
consumer goods — потребительские товары
thoroughly — тщательно
employee — служащий
coach — репетировать, «натаскивать», отрабатывать
duty — обязанность
rehearsal — репетиция
imperative — необходимый

Comprehension check

Listen to the CD and say if the following statements are true or false.

1. Open houses and plant tours are conducted to develop favorable public opinion about an organization.
2. Open houses are usually one-month affairs.
3. Attendance is rarely by invitation.
4. An open house must be thoroughly explained and smoothly conducted.
5. Rehearsal plus checking are not necessary.

Answer the following questions:

1. Why are open houses and plant tours conducted?
2. When are the results of these events unsatisfactory?
3. How long these events last?
4. What is the purpose of an open house or a plant tour?
5. How should employees be coached?

№ 10

Pre-listening task

The following words and phrases are in the text you're going to listen to:

promotional — стимулирующий, содействующий

- primarily — в первую очередь
promote product sales — способствовать продаже (сбыту) продукции
visibility — обзорность, видимость
raise money — собирать деньги
charitable cause — благотворительность
center on smth. = focus on smth. — концентрировать внимание на ч.-л.
consumer product — потребительская продукция
retailing area — площадь (район), на которой производится розничная продажа
equipment — оборудование
mall — торговая улица
downtown area — центральный, деловой район города
throughout — через, сквозь
retailer — торговец в розницу
benefit — получить выгоду
running a promotional event — проведение мероприятия по стимулированию потребителей
listed — внесенный в список, перечисленный
decorations — украшение, убранство
lighting — освещение
entertainment features — особенности приема
through any news medium available — через любое имеющееся средство распространения информации
supplement — дополнять
restrict — ограничивать
dealer — дилер; торговец
distributor — поставщик; агент по продаже
in either case — в любом из двух случаев
frequently — часто
rummage sales — распродажа случайных вещей (обычно с благотворительной целью)
barbecue — барбекю, жаркое на вертеле
athletic events — спортивные соревнования
regardless of smth. — независимо от ч.-л.
handle a crowd — управлять толпой
varied — разнообразный

rely on the guidelines — полагаться на установки (руководящие указания)

adapt — приспособить

Comprehension check

Listen to the CD and answer the following questions:

1. What are the events planned primarily to do?
2. What may the events focus on?
3. What arrangement does running a promotional event require?
4. How is the promotion announced?
5. What do the events involve?

SCRIPT

Part I. Dialogues

№ 1

Listen to the dialogue between Sue and Bill.

Sue: I've got to go to a meeting. I must telephone John before I go. You have to stay here.

Bill: Okay. Wait! You've got to take the report with you.

Sue: Why? Have I got to present it at the meeting?

Bill: No, but Fred wants it today. He said he must have it.

№ 2

Listen to this excerpt from a telephone conversation.

Caller: Well, we're having a conference in three months. I need some phones.

Phone Co.: Fine. How many people are coming?

Caller: Well, we're sending out 50 invitations this week.

Phone Co.: That's fine. Are you hiring phones for everyone?

Caller: No, just about half, I think.

Phone Co.: And do you need anything else, faxes or modems?

Caller: No, we're not planning anything complicated.

No 3

Listen to this dialogue about effective advertising.

A: The company have sold more than one million copies of their new CD-ROM.

B: And how have they reached their customers?

A: They've placed a lot of advertisements in newspapers. Have you ever tried newspaper advertising?

B: No. We've never found it effective. But we have used an advertising agency for about three years. And they've developed some good campaigns for us.

No 4

Listen to this dialogue planning a meeting.

A: What type of equipment and furniture do you want for your presentation?

B: Well, let's have... um... four... no, no, five tables for our display. Er... we'll bring our own stands. Now, there's an overhead projector and sound system already in the room, I believe? Can you get someone to check it before we come, you know, to see that it's working?

A: Oh, of course, the technician will be with you when you're setting everything up.

B: Yes, yes, that's fine.

A: You say you've sent out the invitations, any idea how many people there'll be? The capacity for the room is about 50, but 40 is ideal.

No 5(A)

Listen to this excerpt from a business meeting.

Eva: I'll begin straight away with a few of our survey result.

Roger: Yes, that's fine.

Eva: O.K. The question we asked was: "Which of these types of newspapers have you read in the last six months?" The most popular choice was a daily newspaper. 65 percent had read a national tabloid.

Roger: Er, sorry. How many people did you survey?

Eva: Just under a thousand. And 4 percent had read no paper.

No 5(B)

Listen to this dialogue about directed advertising.

Eva: It doesn't cost too much to advertise in the regional papers, though the national papers have larger circulations.

Roger: So Eva, can I get this clear? Do you recommend we advertise in the national tabloids?

Eva: No, I advise you to advertise in the papers that attract the right sort of readers. We need to look more closely at the consumers. I suggest you concentrate your efforts on weekly papers which older readers prefer.

Roger: You're right. Older consumers have more money to spend than the younger ones. There isn't much point in advertising in papers that attract the wrong groups.

No 6

Listen to this discussion about meetings.

A: What can go wrong at meetings?

B: Sometimes the participants aren't sure what the purpose of the meeting is. They often start to argue and then they get angry with each other.

C: What often happens is that the chairperson dominates the group.

A: Yes, and sometimes the chairperson rushes through the agenda so that the meeting can finish on time.

B: Well, lots of meetings I go to have no written agenda.

C: And very often not all the items on the agenda are dealt with.

No 7

Listen to this excerpt from a planning session.

A: Well, I suppose we'd better make a start. Shall we get down to business?

B: Right. First of all can I confirm the time and date of the presentation? It's Saturday the 24th of October in the morning. What time exactly?

A: Well, on the invitations we've sent out we've said that the presentation itself will start at 11.00 and go on till 12.30.

B: So you'll need the room from about 10 till 2. Would you like us to serve coffee beforehand?

A: Yes, yes, and drinks and snacks at the end.

B: Would it be better to have buffer lunch?

A: No, people who are invited won't be expecting a free lunch, they might think that's overdoing it.

No 8

Listen to this dialogue about presentation preparation.

George: Let's think about the preparation of the presentation. What do you have to do to prepare it?

Sara: You need to make sure about your objectives first, so decide on the objectives — what you want the talk to achieve.

George: Yes, but to do that you need to know about the audience — their knowledge, what they want to know, everything like that.

Sara: Right. Then the third thing you have to work out is the content, collect information, organize it, and decide on a structure.

George: I agree. Then once the structure is okay, you need visuals, and graphs and that sort of thing.

No 9

Listen to this dialogue clarifying participant details.

A: So, we are nearly ready.

B: Right. Let's just check the program.

A: Who's the guest speaker for the Welcome Dinner?

B: Elizabeth Cortes.

A: How do you spell that?

B: C-O-R-T-E-S.

A: When is she arriving?

B: She's flying from Boston on Wednesday morning.

A: What about Professor Lingwood? What time is she speaking on Thursday?

B: She's starting at two-thirty.

A: What's she talking about?

B: TERN. Trans European Road Networks. It'll be very interesting.

A: What about Professor Dernier?

B: He's not coming this year. He's too busy.

№ 10

Listen to this conversation regarding Brigitte's trip.

A: Brigitte, hi. Welcome back. Did you have a good trip?

B: Yes, thanks, I did. It was great.

A: So, what was New York like?

B: Very noisy, but it's an exciting city to visit.

A: Yes, everybody says that. What was your hotel like?

B: Well, my room was quite small but the hotel itself was very clean. And really convenient — only two minutes' walk from the conference center.

A: How was the conference?

B: I loved it. People're really friendly, and I made two or three very useful contacts.

A: And what were the presentations like?

B: Well, actually, the talks I want to were a little boring, I fell asleep in one of them.

A: You didn't!

B: Yes, I did. But that was the only negative thing. Generally it was a fantastic visit.

Part II. TEXTS

№ 1

Meetings (1)

Meetings and events are vital tools of public relations. Their greatest value is that they let the audience participate. In this era of electronic communication, information overload and mechanical voices, there is a real need for person-to-person communication. There've always been meeting and events, but they are more important than ever before.

A meeting may be two or three people talking in a conference room or an international convention with thousands of attendees. An event

can be as simple as the opening of an ice-cream parlor, but it can also be on the scale of the Olympics, where tens of thousands attend and more than a billion watch on television.

The variety is limitless, and each meeting or event is different from all others. Some common principles, however, can be applied to all events and meetings.

There must be a purpose and defined objectives. What exactly is supposed to happen and why? How does the event or meeting contribute to organizational goals?

Detailed planning is essential. Timing and logistics, down to the smallest detail, must be considered.

A comprehensive budget must be prepared. Far too many events lose money because someone failed to make a thorough analysis of all the costs. Taxed and gratuities, for example, can easily add 25 percent to a basic meal cost.

Someone must be in charge. Committees are often involved, but a committee cannot manage an event.

These guidelines are inherent in all gatherings.

No 2

Meetings (2)

Having meeting seems to be part of human nature.

Millions of meetings are held every day when one considers all the meetings that take place at work. Most managers probably spend more time at meetings than any other activity. Lunch and dinner don't offer much respite. That's when thousands of civic clubs, professional societies, and hobby groups have their weekly or monthly meetings.

Meetings may involve any number of participants, from two to many thousands, but most fall into two basic types: participation and listening. A participation meeting is one where the people present discuss things. A listening meeting is one where the audience listens to one or more speakers. The differences are not rigid. A participation meeting may start with a talk, and a listening meeting may include questions from the audience and general discussion of what a speaker has said.

Participation meetings are best suited to discussion and problem solving. Committee meetings are typical. Usually, they are relatively

small and informal. It's hard to visualize a meeting of a 1,000 people discussing and solving a problem, but a handful or even as many as 30 can get results.

Listening meeting are appropriate for imparting information. The conduct of the meeting is formal. The speech or speeches constitute the main content of the program, and the audience is generally large. Formal speeches to a group of 20 or 30 people are obviously ridiculous, but they are quite acceptable to an audience of a 100 or more.

No 3

Planning

The size and purpose of the meeting dictate the plan. Every plan must consider these questions: How many people will attend? Who will attend? When and where will it be held? How long will it last? Who will speak? What topics will be covered? What facilities will be needed? Who will run it? What is its purpose? How do we get people to attend?

A small, informal meeting may require only the preparation of an agenda, selection of a meeting place, and notification of attendees. For a large and more formal meeting, the preparations must be extensive and detailed.

Timing

The meeting must be scheduled at a time that is convenient for the people who are to attend. To find an appropriate day and hour, you must know the proposed invitees, their schedules, and their commitments. Weekends, Monday mornings, Friday afternoons, holiday, and busy seasons should be avoided. Another factor is the availability of a meeting place. Advance reservations are imperative. The perfect site may not be available at the time selected, so a change in time or place may be necessary.

The length of the meeting is another factor. People who may be willing to attend a one-hour meeting might resist one that would last half a day or more. The subject and importance of the meeting will have a major effect on the potential audience's reaction.

Another thing to consider is possible conflicts. You must be sure that your proposed time has not been preempted by some other person or organization. For internal meeting, you can check within the

organization. For external meetings, it may be necessary to check the community calendar and check with other organizations that might want to reach the same audience you have selected.

No 4

Location

If the meeting is to be held on the premises of the organization, the room can be reserved by contacting whoever is responsible for such arrangements.

If the meeting is to be held at some outside location, you will have to talk to the person in charge. In a hotel or motel, that person is the catering manager. In a school, it may be the superintendent or custodian; in a church, the minister or priest. Many firms have rooms that are made available to nonprofit groups, so this possibility should be considered if your organization is eligible.

The meeting room must be the right size for the expected audience. If it is too large, the audience will feel that the meeting has failed to draw the expected attendance.

If it is too small, the audience will be uncomfortable. Most hotels and motels have a number of meeting rooms ranging in size from small to very large.

Having selected a room, you must make sure that the audience can find it. The name of the meeting and the name of the room should be posted on the calendar of events. If directional arrows are needed they should be posted in conspicuous spots.

Seating

For a small group such as a committee, the best arrangement is to seat the participants around a table where everyone can see and be seen.

For a meeting where the audience may wish to take notes, where materials may be handed out or where they may wish to ask questions, the seating should be of the “lunchroom” type, using long tables with chairs on one side, facing the speakers.

Large meetings primarily designed for listening are best served by “theater” seating. There are no tables, and the rows of seats are fairly close together, all facing the speakers. Sometimes such meetings are actually held in theaters or auditoriums.

Occasionally, large meetings are broken into discussion groups. Typically, the audience meets in one room, where the speaker states the problem. The audience then moves into other rooms, where tables seating eight or ten people are available. A discussion leader is designated for each table. After the problem has been discussed, the leaders gather the opinions, and the audience returns to the first room, where the table leaders report the participant's conclusions.

№ 5

Invitations

For internal groups, an announcement of the meeting — time, place, purpose, and who is to attend — should be adequate. For external, groups — people who are not required to attend but whose presence is desired — invitations are necessary. They should go out early enough for people to fit the meeting into their schedules — three or four weeks is a common lead time. The invitation should tell the time, day, date, place (including the name of the room), purpose, highlights of the program (including the names of the speakers), and anything else that makes the meeting sound worthwhile. A map showing the location and parking facilities is advisable. A return card for acceptance of the invitation is sometimes used if it is particularly important to have certain people attend. In such cases, it is necessary to check acceptances and possibly phone those who have not replied.

Greeting

A representative of the sponsoring organization should be at the entrance of the room. If the number attending is not too large, a personal welcome is in order. Where hundreds of people are expected, this isn't possible, but the chairperson should greet the audience in his or her opening remarks.

Registration

If everyone knows everyone else, registration and identification are highly informal, but if the ground is large, it is customary to have a registration desk or table at the entrance. Here the names of arrivals are checked against the invitation lists.

If there is no invitation list and the present or absence of any of the people who were invited is not important (as at a regular meeting of

a club or association), the arrivals generally sing in on a plain sheet of paper, and no one checks the membership list.

№ 6

Program

At any meeting, the word “program” has two meanings. It is what goes on at the meeting, and it is the typewritten or printed listing of what goes on. For large meeting, the program should be printed.

The meeting must have a purpose. To serve that purpose, it is necessary to have a chairperson who controls and directs the meeting, introduces the speakers, and keeps discussions from wandering. It is necessary to have speakers who will inform, persuade, or activate the listeners. If the meeting is a celebrative or commemorative occasion, the speakers must avoid the trite or boring.

The printed program that is handed out to the audience tells them what is going to happen, when, and where. It lists all the speakers, the time they will speak, coffee breaks, lunch breaks, and any other facts they should know about the meeting. Because speakers may have last-minute changes in their plans, the program should not be printed until the last possible moment.

Speakers

Speakers should be selected early — several months in advance, if possible. They should be chosen because of their expertise, their crowd-drawing capacity, and their speaking ability. Many prominent people are simply not effective speakers.

When a speaker has agreed to give a talk, it is essential to make sure that the speaker gets to the meeting on time. Written confirmation of the commitment, giving the specifics of time and location, is desirable. This should be followed up with a reminder a day or two before the meeting. Some public relations people go a step further and phone the speaker a few hours before the meeting, just to make sure.

If the speaker is coming from out of town, it is necessary to make hotel reservations, meet the speaker on arrival, and make sure that the reserved room is still available. At the meeting, the speaker must be met at the door and introduced to the chairperson, other speakers, and other important people.

№ 7

Conventions

A convention is a series of meetings, usually spread over two or more days. The purpose is to gather and exchange information, meet other people with similar interests, discuss, and act on common problems, and enjoy recreation and social interchange.

Most conventions are held by associations and fraternal or social groups. Because the membership is widespread, a convention is nearly always “out of town” to many attendees, so convention arrangements must give consideration to this.

Planning

It is necessary to begin planning far in advance of the actual event. Planning for even the smallest convention should start months before the scheduled date; for large national conventions, it may begin several years ahead and require hundreds or thousands of hours of work. The main things involved in planning a conventions are timing, location, facilities, exhibits, program, recreation, attendance, and administration.

Timing

This must be convenient for the people who are expected to attend. It should avoid peak work periods. Summer vacation is appropriate for educators, after harvest is suitable for farmers, preholiday periods are bad for retailers, midwinter is probably a poor time in the northern states but may be very good in the South. Here, as in every area dealing with the public, it is imperative to know the people who are to attend and to plan for their convenience.

№ 8

Recreation

Recreation is a feature of practically all conventions. This may range from informal get-togethers to formal dances. Cocktail parties, golf tournaments, sightseeing tours, and free time are among the possibilities. Sometimes recreational events are planned to coincide with the regular program sessions. These are patronized by spouses and by delegates who would rather relax than listen to a speaker.

Attendance

Getting people to attend a convention requires two things: an appealing program and a concerted effort to persuade the members to attend. Announcements and invitations should go out early enough to allow attendees to make their individual arrangement. (Several months should be allowed.) A follow-up just before the convention is in order. Reply cards should be provided, accompanied by hotel reservation forms. (Remember that hotels generally offer special lower rates for conventions.)

Administration

Running a convention is a strenuous job. The organization staff are likely to see very little of the program and a great many delegates with problems. Among the things that must be done are arranging for buses to convey delegates from the airport to the convention (if it is in a remote location) and to carry them on tours. Meeting speakers and getting them to the right place at the right time is another task.

People arriving at convention headquarters must be met, registered, and provided with all the essentials (name tags, programs, and any other needed materials). A message center should be set up so that people can be informed of phone calls or other messages. (This can be as simple as a bulletin board near the registration desk.) Special arrangements should be made for the media. A small convention may interest only a few people from trade publications, but larger conventions may draw attention from the major media. In this case, a newsroom should be set up with telephones, fax machines, tables, and other needed equipment.

No 9

Open Houses and Plant Tours

These events are conducted primarily to develop favorable public opinion about an organization. Generally they are planned to show the facilities where the organization does its work and, in plant tours, how the work is done. A factory might have a plant tour to show how it turns raw materials into finished products. A hospital open house could show its emergency facilities, diagnostic equipment, operating rooms, and patient rooms.

Open houses are usually one-day affairs. However, if very large numbers of people are to attend, the event may be extended to more than one day. Attendance is usually by invitation, but in certain exceptional cases, the event is announced in the media, and anyone who chooses to attend may do so. In such cases, planning and control become almost impossible, and the results are often unsatisfactory.

Plant tours may be one-day events, especially if a tour is in connection with a plant opening.

However, many plants offer tours daily and regularly while the plant is in operation. These tours are most common among producers of consumer goods such as beer, wine, food products and clothing.

Since the purpose of an open house or a plant tour is to create favorable opinion about the organization, it must be carefully planned, thoroughly explained, and smoothly conducted. The visitors must understand what they are seeing. All employees who will be present should understand the purpose of the event and be thoroughly coached in their duties. Rehearsal plus much checking and rechecking is imperative.

No 10

Promotional Events

These events are planned primarily to promote product sales, increase organizational visibility, or raise money for a charitable cause. They may center on a consumer product or service or on a retailing area. If the focus is on a product or service, the event is likely to be held in one building, such as an auditorium or an exhibit hall. The event's focus may range from cheese to stereo equipment. If the focus is a retailing area, it may be a mall, a downtown area, or a shopping center. In this case the event will occur throughout the specified area and all retailers in the area will benefit.

Running a promotional event requires complete arrangements for traffic control, parking, safety, and the many other details listed for open houses and plant tours. In addition, there may be special decorations, lighting, entertainment features, and ceremonies.

If anyone may attend, the promotion is announced through any news medium available, and this may be supplemented by advertising. If attendance is restricted to any particular group — such as dealers, distributors, or some other limited set of people — the announce-

ment is made by mail, usually as an invitation. In either case, the announcement specifies the location, purpose, and day or days of the promotion.

Charitable organizations frequently run events to raise money. These can range from rummage sales to fashion shows, from barbecues to athletic events. Regardless of the nature of the event, they all involve getting people to attend and handling a crowd. Because the ways to raise money are so varied, we cannot attempt here to give specifics on how to run them. Rather, you will do best to rely on the guidelines for other events and adapt them to your particular activity.